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$1.50 a copy; $57 a year

Monday, July 7, 1986

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

An empire builder without peer, John Werner Kluge has cashed in his cellular radio phone chips for $1.65 billion—and he's on the loose again.

With $2.5 billion, what's next target for John Kluge?

By VERNE GAY

One of the best stories told about John Werner Kluge involves his desire for a little elbow room around his home in the exclusive Premium Point section of New Rochelle, N.Y.

He purchased the huge, completely furnished house of his neighbor, Christian Dior chairman Bernard Arnaud, and immediately had it bulldozed to the ground. Unconfirmed reports have it that Mr. Kluge did not bother to have Mr. Arnaud's furniture removed before the bulldozers arrived.

That's vintage Kluge, and just what Kluge-watchers expect from the man who already has built and dismantled one of the largest media companies in the world—Metromedia.

Now the 71-year-old empire builder has struck again, selling his mobile cellular radio phone business last week to Southwestern Bell for an astounding $1.65 billion—almost double what analysts expected he would get.

Mr. Kluge appeared to be cashing out with a personal fortune estimated at more than $2.5 billion, owning only a beef company, two long-distance telephone networks in Texas and Florida, interests in Broadway plays and real estate, and—as usual—one keen eye cocked upon the future. "This is just the beginning," he told a colleague a

(Continued on Page 60)

Last Minute News

Lord, Geller and JWT may be IBM winners

ARMONK, N.Y.—IBM Corp. last week denied a report from a well placed source that Lord, Geller, Federico, Einstein and sister JWT Group agency J. Walter Thompson USA, both New York, will emerge as winners from Big Blue's agency consolidation (AA, June 23). LGFE reportedly will handle all domestic advertising, and JWT will get international business.

Omnicom stumbles over SEC requirements

NEW YORK—Omnicom Group's formation by BBDO International, Doyle Dane Bernbach and Needham Harper Worldwide has been pushed back,

(Continued on Page 8)

Global Marketing—Page S-1

NEWSPAPER

Shoe marketers step up

WASHINGTON DC 20014
4520 EAST-WEST HWY #800
SRI ACQUISITIONS
CONGRESSIONAL INFO SERVICE

High Court's ruling sets back ad rights

By STEVEN W. COLFORD

WASHINGTON—While the rest of America celebrated Lady Liberty, the advertising industry last week was rummaging through a painful U.S. Supreme Court decision for signs that commercial speech will retain its First Amendment protections and not fall prey to widespread bans.

Although some silver linings appeared in the Court's ruling that Puerto Rico could ban certain advertising for casino gambling, the immediate industry reaction was gloom, doom and uncertainty over how proposed bans on tobacco and alcohol advertising might be treated by the Court.

"The Court may not have reversed itself by 180 degrees" from decisions of the past 11 years that expanded protection of commercial speech, said Thomas McGrew, a noted First Amendment and advertising attorney in Washington, "but it certainly did turn 179 degrees."

Allen Rosenshine, designated chief executive officer of Omnicom Group, called the Court's decision "an unfortunate abridgement of freedom of speech" that he believes could lead to a "further encroachment against the First Amendment."

And David Versfelt, counsel to the American Assn. of Advertising Agencies, said: "It's a dark day for Madison Avenue."

Reacting more gleefully was the antitobacco element on Capitol Hill.

The health and environment subcommittee chaired by Rep. Henry Waxman (D., Cal.) plans hearings July 18 on tobacco advertising and promotion—a $2.8 billion annual expenditure—and a committee aide said the Court's ruling "makes it perfectly clear that the constitutionality of an ad ban is no longer in question."

The gloom-and-doom case involved a challenge by a casino to a Puerto Rican law that bans casino ads "to the public of Puerto Rico," while permitting advertising to tourists.

The significance of the Court's 5-to-4 ruling upholding the partial ban was multiple:

- It marked the first time the Supreme Court upheld, even in part, a ban of truthful, accurate advertising for a legal product.
- The majority decision was writ-

(Continued on Page 62)

May signal start of layoffs

DDB shifts 2 key execs

By STEWART ALTER

Two key creative executives at Doyle Dane Bernbach/New York have been moved out of major roles and their creative group has been disbanded as agency personnel anxiously await major layoffs.

Michael Mangano, at one point No. 2 in DDB/New York's creative department, and John Caggiano, also a DDB veteran, last week lost their posts as co-creative directors of one of the agency's three creative groups.

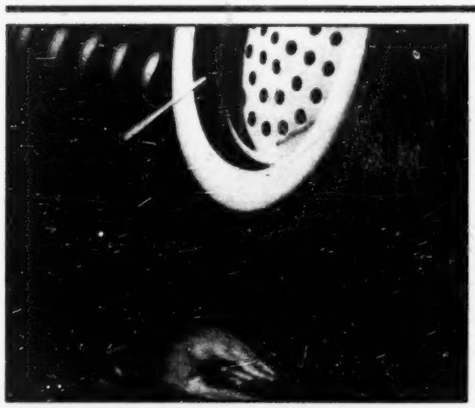
An agency spokesman said the two are "stepping aside as co-creative directors and will be working on special assignments for the indefinite future." Their group, responsible for about $160 million in billings from GTE Corp., Hershey Foods, Joseph E. Seagram & Sons, Clairol and Borden, is being folded into the other two groups. The reason seems unclear; no one at DDB would discuss the matter and observers say the group's efforts for its client list have been well received.

The creative shifts are a surprise prelude to the large number of layoffs expected soon at DDB as a result of recent account losses and its impending merger with Needham Harper Worldwide under the Omnicom Group umbrella (AA, June 30). But they are said to be unrelated to those developments.

The DDB moves come as two other agencies, Ted Bates Advertising/New York and William Esty Co., prepare for major layoffs following account losses, also in large part related to the major agency merger activity of recent months. Esty, hardest hit in RJR Nabisco's recent account realignment with a $96 million loss in billings (AA, June 30), also now finds itself under review on its $20 million-to-$25 million Eveready Battery account following Union Carbide Corp.'s sale of that unit to Ralston Purina.

Mr. Mangano, who first joined

(Continued on Page 58)



US Sprint's pinpoint marketing

Opening round of US Sprint's new $100 million ad effort touts its fiber-optics equipment as providing transmission so clear you can hear a pin drop over the phone. (See story on Page 3.)

HIGHLIGHTS

High Court lowers boom 1

While the rest of America celebrated Lady Liberty, the advertising industry last week was rummaging through a painful U.S. Supreme Court decision for signs that commercial speech will retain its First Amendment protections and not fall prey to widespread bans.

DDB disbands group 1

Two key creative executives at Doyle Dane Bernbach/New York have been moved out of major roles and their creative group has been disbanded as agency personnel anxiously await major layoffs. Michael Mangano and John Caggiano last week lost their posts as co-creative directors.

Hancock's direct appeal 3

Glitzy gimmicks in tv advertising can capture the eye, but it takes more than that to capture a viewer's imagination. That would seem to be what judges at this year's International Advertising Film Festival were thinking when they gave the Grand Prix to a campaign by Boston-based Hill, Holliday, Connors, Cosmopulos for John Hancock Financial Services.

Fiber optics Sprint into view 3

US Sprint Communications Co.'s current campaign touting its fiber-optics technology is only its first marketing thrust in an estimated $100 million advertising effort announcing the formation of the new company.

Lever's latest labels 4

Lever Bros. is stepping up its new-product activity, with most of the items bearing familiar names. In various stages of test market and national rollout are Wisk powder detergent, Aim Anti-Plaque toothbrush and Pepsodent denture cleanser and adhesive.

Time runs out for 'Science 86' 6

Science 86 has become the first casualty in the magazine industry's hard-hit popular science category. Following Time Inc.'s purchase of assets of *Science 86*, the July/August issue becomes its last, and subscribers instead will be offered *Discover*, Time Inc.'s problem-plagued popular science title.

Putting on the dog for walkers 12

Walking may be making strides as exercise, but marketers seeking to capitalize on it could be in for a long, arduous trek. Shoe marketers are leading other specialty items such as apparel, socks and accessories in pitching to walking enthusiasts.

Italian wines unfreeze 22

Leading importers of Italian wine have returned with new campaigns and hefty increases in summer ad spending after pulling their ads following last April's methanol scandal in Italy.

Clarion's clearly for the masses 39

Noxell Corp. this fall will go national with Clarion, a new line of cosmetics that retailers are calling "the Clinique of the mass market."

Kellogg logs bran entry 40

Kellogg Co.'s $7 million introduction later this week of All-Bran Fruit & Almonds targets the ready-to-eat cereal market's big growth area. Adult bran/fiber cereal varieties last year grew twice as fast as the market in general.

FEATURES

Horns of plenty 77

Five days a week, 50 weeks a year, for the past 15 or so years, director Steve Horn and his wife, producer Linda Horn, have been following roughly the same routine. It starts with reveille at about 6:30 a.m., followed by Linda's 45-minute workout and an 8 a.m. start at their studios on Manhattan's East 83rd St. It usually ends around 8 p.m.—an average working day of 12 hours. It is this demanding, often punishing, routine that has made Steve and Linda Horn the industry's most prodigious, prolific and award-winning directing team.

GLOBAL MARKETING

Snatches of Saatchi S-1

ADVERTISING AGE's third annual global marketing special section examines how Maurice and Charles Saatchi built a communications empire from a small U.K. ad agency and how Saatchi & Saatchi transformed the barely profitable Compton Communications into a success. Also included is an organizational chart of the agency, a look at its finances, an overview of worldwide agency holdings and a whimsical tale of a breakfast meeting between Maurice Saatchi and former Foote, Cone & Belding chairman John O'Toole.

WORLD BRANDS

International review S-4

ADVERTISING AGE again provides its annual International Agency/Client Report covering 28 selected agencies with charts and notations on their clients around the globe.

OTHER NEWS

Christiaan Barnard's role in pitching Alfin Fragrances' Glycel—the beauty industry's latest hope in a bottle—is changing the way skincare products are marketed. Page 3.

Southern California has become a major advertising battleground for imported beer marketers, with Australian, Japanese and Mexican competitors challenging traditional powerhouses. Page 22.

The biggest shootouts for auto makers in the 1987 model year are shaping up on traditional high-profit turf: Trucks and luxury. Page 39.

Ralston Purina Co. has a new twist planned for Nerds, the sixth "licensed concept" presweetened children's cereal it has introduced in the past few years: A two-compartment box containing different flavors. Page 40.

Despite the combined talents of George Lucas, Jim Henson and David Bowie, Tri-Star Pictures' "Labyrinth" opened June 27 with surprisingly limited support from licensors. Page 49.

It is tempting to interpret Ed McCabe's resignation from Scali, McCabe, Sloves as the end of an era. First, because in recent weeks two key "creative" agencies, Doyle Dane Bernbach and Ally & Gargano, ended their status as independent shops. Second, because Mr. McCabe is one of the most respected and award-winning copywriters who trace their roots to the "creative" era of the 1960s and early '70s. Page 55.

Miller Brewing Co. again has hopped into test with a new premium-price beer. Gettelman Lager last week was introduced to test in Charlotte, N.C.; Corpus Christi, Tex.; Dayton, O., and Sacramento. Page 56.

Michael Turner last week signed on as vice-chairman of the Earle Palmer Brown Cos., Bethesda, Md., one month after abandoning his efforts to expand the Ogilvy & Mather Washington office with issue-advertising clients. Page 57.

Southwestern Bell Corp.'s acquisition of Metromedia's cellular telephone and paging systems is a key step in the company's effort to become a power in global telecommunications. The July 1 purchase makes the St. Louis-based company the nation's largest cellular operator. Page 61.

CAMPAIGNS BREAKING

Zenith Electronics Corp., Glenview, Ill., this week begins a nine-month tv campaign for consumer electronics products that will include 11 spots used as stand-alone :15s and split-30s. Foote, Cone & Belding, Chicago, handles.

SPECIAL REPORT

Special Report is taking a one-week hiatus. It will return July 14 and will focus on Travel and Tourism.

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Vol. 57, No. 38—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the first week in September at 740 Rush Street, Chicago, Ill. 60611-2591. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.50 a copy, $57 a year, $104 two years. Add $89 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 (313) 446-0494.

ABP MPA RED TAG ABC CMCA

Movie shifts to affect shops?

By WAYNE WALLEY

LOS ANGELES—The resignation last week of 20th Century Fox Film Corp. marketing president David Weitzner and the firing of De Laurentiis Entertainment Group marketing vp Kathryn Linclau may touch off another spin of Hollywood's marketing merry-go-round.

At Fox, distribution president Thomas Sherak resumes responsibility for marketing, promotion and publicity this week. He is thought to be scrutinizing all operations, including Fox's agency relationship with JWT Entertainment, which has had the account since 1980. Mr. Sherak could not be reached for comment.

Fox has called an agency review

(Continued on Page 62)

Sacks toes bottom line at Seagram

By PATRICIA WINTERS

NEW YORK—David Sacks' promotion to president of Montreal-based Seagram Co. puts a keen financial mind at the cash register and keeps the seat warm for Edgar Bronfman Jr., still heir apparent to the international liquor dynasty.

Mr. Sacks, 62, a lawyer and financial expert, had been exec vp-finance and administration at Seagram. He is expected to focus on Seagram's finances and will sit on the board of Wilmington, Del.-based E.I. du Pont de Nemours & Co., in which Seagram has a 22.5% interest.

Marketing responsibilities reportedly will be left mainly to

(Continued on Page 58)

West Coast news

Burnett new chief at T-L/LA

Tracy-Locke Advertising shunted aside Los Angeles president Rod Underhill last week after one year in that post, naming Ted Burnett Jr., former general manager of Benton & Bowles, Los Angeles, to succeed him. Mr. Underhill, a 12-year T-L veteran, said he expects to remain within the Omnicom Group, the holding company being formed by T-L parent BBDO International, Doyle Dane Bernbach and Needham Harper Worldwide, but may explore op-

(Continued on Page 62)

INTERNATIONAL AGENCY/CLIENT REPORT

How to read the charts

The charts in this section are based on the following criteria:

- Clients must be in three or more countries by the end of 1985.
- Client business must add up to an aggregate of $3 million.
- An asterisk (*) denotes an agency that included affiliated (non-equity) shops in its report because of their importance to the agency's business.

The country list is not a complete breakdown of each agency's shops worldwide.

Some additional business was not included because of lack of space.

Some additional accounts are mentioned in accompanying footnotes in this section.#

N W Ayer

Clients:	Americas								Europe														Africa	Asia, Pacific						
	USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Mexico	Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Portugal	Greece		Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Malaysia
Bahamas Tourism	•											•	•	•						•										
Beecham										•			•	•																
Bristol Myers													•					•												•
Cariplo	•									•		•	•							•										
Copper Dev. Assn.												•	•	•						•										
Deere & Co.	•	•						•	•	•		•	•	•		•	•			•	•									
Economics Laboratory			•	•				•		•				•				•		•				•						
General Motors	•											•								•										
Iberia Airlines	•								•				•			•									•					
Nordica	•								•			•	•	•											•					
Playmobil Toys										•		•			•															
SE Banken													•					•		•										
Smirnoff										•		•			•															
U.S. Travel & Tourism													•		•					•		•								
Vredestein Tires										•		•	•		•					•										

Non-equity affiliation. Source: N W Ayer

N W Ayer

N W Ayer, New York, had non-U.S. gross income of $26.8 million in 1985, or 98.5% over 1984. Non-U.S. billings rose 97.3% to $174.4 million in 1985 over 1984. Growth primarily came from mergers and acquisitions.

In 1985, world gross income was $114.5 million—23.4% from non-U.S., up from 13% in 1984. World billings hit $826.4 million.

Ayer owns majority or maximum-allowable stock in 13 shops and has nonequity affiliations with 18 agencies.

In 1985, Ayer bought a minority stake in William Wilkens, a Duesseldorf-based agency, and merged it into an existing office. Ayer merged with Berefelt & Delsol, Stockholm, acquired Angelica, Singapore and merged with Delrieu et Duprat Associes, Paris. It sold its stake in GDD, Barcelona.

Major international business won in 1985 includes Iberia Airlines, Nordica and Playmobil. Major business lost includes Firestone and McGregor Navire (U.K.) and Audi Cars (Netherlands).

Top international executives: Lou Hagopian, chairman-ceo; Jerry Siano, vice-chairman-chief creative director; Bruce McDonald, president-international; Peter Elder, senior vp-managing director, Europe/Middle East; David Dodd, senior vp-managing director, Asia Pacific/Latin America; James Haag, exec vp-international business development, and Ted Regan, exec vp-creative director.#

Ted Bates Worldwide

Clients:	Americas									Europe																South Africa*	Middle East*	Asia, Pacific						
	USA	Argentina*	Brazil*	Canada	Chile*	Colombia	Mexico	Paraguay*	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK				Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Avis	•																			•			•											
BAT				•				•			•					•				•			•				•							•
Beiersdorf											•		•	•							•				•	•								
Caltex																											•				•	•	•	
Colgate-Palmolive	•	•	•	•	•		•	•	•											•					•		•	•	•		•	•	•	•
Cyanamid	•		•			•			•													•												•
De Beers																												•	•			•		
DHL	•		•	•	•	•	•		•		•	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•		•	•	•	•	
Estee Lauder	•								•		•			•	•					•		•					•	•		•				
Mars (conf.,pet foods)	•	•		•	•					•	•	•	•	•	•	•	•	•		•	•	•	•				•			•	•		•	•
Match Box Toys	•									•			•	•	•		•			•			•											
Matsushita	•								•			•			•			•	•				•				•							
Nicholas Labs											•	•		•	•			•		•		•	•		•									
Nissan	•			•	•																				•		•							
Novo Enzymes		•	•								•	•	•				•			•		•	•			•	•			•				
Olivetti										•	•	•		•	•		•	•		•		•	•										•	
SAS										•	•	•							•		•													
S.C. Johnson	•						•																		•									•
Schering-Plough	•						•		•	•								•		•	•		•		•									
Seiko	•	•	•						•	•	•					•		•			•		•		•	•	•			•	•			
Selley's Stores																											•	•					•	•
Simmons				•			•				•																•							
Tambrands	•																										•	•			•	•	•	•
Thomas Cook									•																•	•	•	•		•	•			
Union Carbide	•			•																							•	•			•	•	•	•
Warner-Lambert	•			•						•	•				•	•		•		•	•				•	•							
Wella									•	•		•									•													

*Non-equity affiliation. Source: Ted Bates Worldwide

Ted Bates Worldwide

Ted Bates Worldwide, New York, (in the process of being acquired by Saatchi & Saatchi) had non-U.S. gross income of $178.5 million in 1985—10.7% over 1984. Non-U.S. billings jumped 10.8% to $1.2 billion.

World gross income was $466 million in 1985, with non-U.S. at 38.3% of the total. World billings hit $3.1 billion.

The Bates network consists of 102 offices in 46 countries including the U.S.

Bates owns majority or maximum-allowable stock in 75 shops, minority interest in 14, has one 50/50 joint venture and non-equity affiliations with 12 shops.

Bates bought 51% of Scholz & Friends, Hamburg; 60% of Delvico, Madrid, and signed a nonequity affiliation with Korea First, Seoul.

Business gained in 1985 includes Mars (U.K.) and Richardson-Vicks (Thailand). Business lost includes Colgate-Palmolive in France, Germany and Italy (Bates will lose all Colgate business in September) and Nikon Cameras (France).

BBDO International

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Colombia*	Mexico	Peru*	Puerto Rico	Uruguay	Europe: Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Other	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong	Japan	Malaysia*	New Zealand	Singapore	Thailand
Agfa-Gevaert												•				•	•	•		•													
Apple Computer	•					•	•	•	•		•	•		•	•		•	•		•	•	•	•	•				•			•	•	
Bayer/Miles						•	•	•	•							•		•									•						
Campbell Soup	•								•																		•	•			•		
Delta Airlines	•			•					•						•								•										
Frito-Lay	•						•													•							•						
Gillette	•		•			•	•				•	•	•	•	•	•	•	•		•	•	•	•		•		•						
Henkel											•			•	•		•	•		•													
Lever Bros	•		•	•		•			•								•	•															
Kuwait Petroleum												•	•				•	•			•		•										
PepsiCo.	•					•		•							•	•	•	•		•							•						
N.V. Philips															•	•						•	•										
Quaker Oats	•													•	•		•	•															
Rothmans															•			•									•		•				
Scott Paper	•					•			•			•		•				•															
Wella					•		•																						•			•	
Wrigley Co.	•			•					•				•	•	•		•				•		•										

*Non-equity affiliation. Source: Advertising Age

Bozell, Jacobs, Kenyon & Eckhardt

Clients:	Americas: USA	Argentina*	Brazil*	Canada	Jamaica	Mexico	Puerto Rico	Trinidad	Europe: Austria*	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland*	UK	South Africa*	Middle East	Asia, Pacific: Australia*	Japan	Hong Kong	New Zealand*	Singapore	Sri Lanka	Thailand
American Airlines	•			•		•														•									
Bell Helicopters	•			•																•									
Bulgari	•											•							•										
Chrysler	•			•		•	•					•	•									•							
Helena Rubinstein								•				•	•	•						•							•		
Holiday Inn	•											•	•	•			•			•			•				•		
Nestle								•																				•	
Ricoh																													
Sheaffer Pens																								•			•	•	
Spanish Natl. Tourist Org.												•	•				•												
Texas Instruments	•											•								•									

*Non-equity affiliation. Source: Bozell, Jacobs, Kenyon & Eckhardt

Leo Burnett Co.

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Colombia	Dominican Rep.	Mexico	Panama	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Spain	Switzerland	UK	Guatemala	Egypt	Lebanon	Asia, Pacific: Australia	Hong Kong	Japan	Malaysia	Philippines*	Singapore	Taiwan	Thailand
Bayer/Miles			•			•				•	•					•		•						•	•								
Beatrice	•			•																							•						
Beecham			•		•	•		•			•			•													•		•				•
Cathay Pacific				•												•						•				•	•	•	•	•	•	•	•
Hewlett-Packard	•																									•	•				•	•	
Kellogg Co.	•			•		•	•	•	•	•	•				•					•		•	•			•	•						
Kraft Inc.	•					•					•					•		•				•											
Mars	•		•						•	•																							
McDonald's	•	•	•						•	•				•	•							•								•			
Philip Morris	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•		•	•	
Pillsbury/Green Giant	•			•						•					•							•											
Procter & Gamble	•			•	•			•	•	•	•	•		•	•	•	•	•	•	•		•		•	•	•	•	•	•	•	•	•	
Seven-Up Co.	•	•		•	•	•	•	•	•	•	•				•	•	•		•	•		•				•	•	•	•	•	•	•	•
Star-Kist Foods	•			•											•	•	•																
Union Carbide	•			•		•														•				•			•			•			
United Airlines	•							•														•				•	•			•	•	•	•
Warner-Lambert						•		•			•						•							•	•								•

*Non-equity affiliation. Source: Advertising Age

DFS-Dorland Worldwide

Clients:	Americas: USA	Argentina*	Brazil*	Canada*	Chile*	Colombia*	Mexico*	Peru*	Puerto Rico*	Venezuela*	Europe: Austria	Belgium*	Denmark*	Finland*	France*	Germany*	Italy	Netherlands	Norway*	Spain*	Sweden	Switzerland*	UK	South Africa	Middle East*	Asia, Pacific: Australia	Hong Kong	India*	Indonesia	Japan	Malaysia	New Zealand	Thailand
Blue Bell	•				•																							•					

Top international executives: Bob Jacoby, chairman; Larry Light, president-international; William Maynard, director-worldwide creative services; Bruce McLaren, president-Europe; Gonzalo Meza, president-Latin America, and Geoffrey Cousins, chairman and president-George Patterson Pty., Australia.#

BBDO International

BBDO International, New York, (part of a new holding company, Omnicom Group, with Needham Harper Worldwide and Doyle Dane Bernbach) had non-U.S. gross income of $103 million in 1985, down 1.9% from 1984. Non-U.S. billings fell to $688 million, 0.9% below '84, mostly due to BBDO's disposal of its South African shop.

World gross income reached $377 million in 1985, with international 27.3% of the total. World billings hit $2.5 billion, with international making up 27.3%.

The network has 88 agencies in 43 countries outside the U.S. and holds equity in 80 of them.

In 1985, BBDO gained additional business from BMW, Whitehall Labs, Krups, Adidas and Henkel. It lost Kosta Boda, Daniel Hechter and Bridgestone Tires.

Top international executives in 1985 include Allen Rosenshine, president-ceo, and Willi Schalk, exec vp and president-international group.#

Bozell, Jacobs, Kenyon & Eckhardt

Bozell, Jacobs, Kenyon & Eckhardt had combined non-U.S. gross income of $18 million in 1985, 7.1% over equivalent 1984 figures. Non-U.S. billings rose 7.3% over 1984, to $120 million.

Worldwide gross income was $173.7 million, 10.4% of which was attributed to international. Worldwide billings were $1.2 billion, with international taking up 9.8% of that total.

BJK&E has 42 overseas offices in 28 countries and owns majority or maximum-allowable stock in 14, minority interest in 12 and has nonequity affiliations with 10.

New accounts added in 1985 include Texas Instruments (France, U.K.).

Accounts lost in 1985 include American Airlines (U.K.) and Cinzano (Italy).

Top international executives: Murray Smith, president-international; Florian Shollet, exec vp-international; Peter Handley, senior vp-area director, Europe; Michael Anderson, senior vp-area director, Asia/Pacific; Andre de Louckx, senior vp-area director, Middle East, and Michael Sampietro, senior vp-administration.#

Leo Burnett Co.

Leo Burnett Co., Chicago, had non-U.S. gross income of $89.7 million in 1985, down 0.7% from 1984. Non-U.S. billings dropped 0.5% to $598.6 million, compared with 1984, primarily due to losing the Nestle account overseas.

Worldwide gross income was $269.4 million, 33.3% of which was international. Worldwide billings were $1.9 billion, 32% of which was international.

Burnett's non-U.S. network consists of 38 agencies in 30 countries. It owns majority or maximum-allowable stock in 34 agencies, minority in four and has a nonequity affiliation with three. Burnett bought shops in Switzerland, Greece, Italy and New Zealand, took a minority stake in France and opened a Taiwan agency.

Major accounts gained or added

(Continued on Page S-6)

DFS-Dorland Worldwide

Clients:	Americas										Europe															Africa		Asia, Pacific							
	USA	Argentina*	Brazil*	Canada*	Chile*	Colombia*	Mexico*	Peru*	Puerto Rico*	Venezuela*	Austria	Belgium*	Denmark*	Finland*	France*	Germany*	Italy	Netherlands	Norway*	Spain*	Sweden	Switzerland*	UK	South Africa	Middle East*	Australia	Hong Kong	India*	Indonesia	Japan	Malaysia	New Zealand	Thailand
Castrol																		•					•		•									
Caterpillar												•	•	•	•	•	•	•	•	•	•	•	•		•									
CPC International	•			•																														
Distillers															•				•				•						•					
Duracell		•			•			•						•	•		•						•											
Faxe Beer																							•											
Fiskars													•			•	•			•														
Hewlett Packard	•		•											•					•		•													
London Rubber Co.																	•																	
Mexican Tourism	•															•		•								•								
Pedro Domecq						•									•		•			•			•							•				
Sara Lee Corp.	•				•		•		•	•		•		•																				
Sheraton													•		•																				
Shulton/Am. Cyanamid	•		•																	•			•		•									
Thompson Brandt	•													•	•								•											
Toyota	•			•										•									•											
Wendy's	•			•																						•			•					
Xerox						•		•		•																•			•					
Yoplait Yogurt	•	•			•	•																												

*Non-equity affiliation. Source: DFS/Dorland Worldwide

DMB&B

Clients:	Americas								Europe																		Africa		Asia, Pacific							
	USA	Argentina	Brazil	Canada	Chile	Mexico	Peru	Uruguay	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa		Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Allied Lyons											•						•					•				•							
American Cyanamid														•		•						•				•							
American Home Products	•					•							•			•						•				•							
Anheuser-Busch	•			•																		•				•							
BASF									•					•	•											•							
Barclays Bank	•			•						•	•			•	•					•	•	•				•							
Bayer AG	•			•						•						•						•				•		•	•				
Beatrice	•			•		•																•						•	•		•		
Bongrain										•	•		•			•										•							
Bristol-Myers	•			•																													
Budget-Rent-a-Car	•																									•					•		
Ciba-Geigy	•																									•					•		
Digital Equipment				•					•	•		•	•	•		•	•	•	•			•					•							
Dow Chemical	•			•																		•					•							
Distiller Co./Haig						•				•	•		•		•	•	•				•	•				•		•						
Eli Lilly																•											•						•	
General Motors	•					•																•				•							
General Foods	•					•										•						•											
Glaxo Ltd.											•					•				•		•								•			
H.J.Heinz	•			•										•		•						•						•					
Hoechst AG	•													•		•				•		•						•					
Hoffmann-LaRoche														•		•						•					•	•					•	
Hoover										•		•		•		•					•	•				•							
ICI plc	•			•										•					•			•											
FTD/Interflora	•			•							•							•				•	•		•			•					
S.C.Johnson																•						•	•										•	
Kimberly-Clark											•							•		•	•	•												
Lego											•			•			•						•											
Les Must de Cartier						•							•	•												•								
Lotus											•		•	•		•		•	•	•		•												
Mars Inc./Pet Foods	•			•					•	•	•		•	•		•	•	•	•	•	•	•				•	•							
Mars Inc..	•			•					•	•	•	•	•	•	•	•	•	•	•	•	•	•				•	•							
E. Merck														•		•				•		•												
Mobil										•							•					•												
Nobel Industries	•								•	•	•	•	•	•		•	•	•	•	•	•					•								
Pfizer	•													•								•					•							
N.V. Philips											•						•					•												
Procter & Gamble	•			•		•				•	•		•	•		•	•		•	•		•				•								
Reckitt & Colman															•	•						•												
Rhone-Poulenc		•																																
Richardson-Vicks	•					•											•		•			•												
Ricoh													•				•	•		•	•					•		•		•			•	
Royal Canadian Mint			•							•				•																				
Schering-Plough			•											•								•	•			•			•		•			

(Continued from Page S-5)

by Burnett include United Airlines (Hong Kong, Philippines, Taiwan, Thailand), Kraft (U.K., Germany), Kellogg (Italy) and Mars (Brazil).

Accounts lost include Austin Rover (U.K.), McDonald's (France) and Beecham (Germany, Greece, Spain, Australia, Japan).

Top international executives: Henry Feeley, chairman-ceo, international; Michael Conrad, president-chief creative director; regional managing directors: Albert Winninghoff (Europe/Middle East), Dennis Dunlap (Canada), Jamie Aitken (Australia/New Zealand), Kerry Rubie (Asia) and Sergio Suarez-Solis (Latin America).#

DFS-Dorland Worldwide

DFS-Dorland Worldwide was formed in April when Saatchi & Saatchi-owned Dorland Advertising, London, bought Dancer Fitzgerald Sample, New York, through a complex loan transaction. Both agencies had been closely associated, particularly in Europe.

The network now has worldwide billings of about $1.2 billion, 72.3% of which is outside the U.S.

The new network consists of 31 agencies in 31 countries. DFS-Dorland owns a majority or maximum-allowable stock in seven agencies, a minority interest in two, and has nonequity affiliations with 22.

Major international accounts won in 1985 include Wendy's (Canada), Iberia Airlines and SEAT automobiles (Spain), Austin Rover and Blue Nun (U.K.) and Polaroid (Middle East). Major international accounts lost include L'Oreal (U.K.), Wendy's (Italy) and Mennen (Mexico).

Top international executives include William McC. Vickery, chairman; Robert Eagan, senior vp-manager; Bob Grierson, group international executive-director, and Philip Byford, managing director.

In 1984, DFS alone had non-U.S. gross income of $4.7 million, 4.1% of the agency's total.#

DMB&B

D'Arcy Masius Benton & Bowles, New York, formed last year when D'Arcy MacManus & Masius merged with Benton & Bowles, had non-U.S. gross income of $122 million in 1985, 3.8% over the equivalent total of the combined agencies in 1984. Non-U.S. billings rose 1.7% over 1984, to $848.2 million.

Worldwide gross income was $319.5 million, 38.2% of which was international. Worldwide billings hit $2.2 billion, with international at 38.9%.

It has 66 offices in 26 countries, owns a majority or maximum-allowable stock in 50 agencies, minority interest in 16 and has nonequity affiliations with 16.

Accounts gained in 1985 include Fiat Croma (Italy), Shakey's International (U.K., Singapore), Imperial Tobacco (U.K.), Mars pet food and Royal Canadian Mint (Japan), Firestone tires (Spain), Richardson-Vicks (Australia) and McDonald's (Netherlands).

Accounts lost include Peugot-Talbot, McDonald's, Mars candy, Allied Lyons spirits, General Foods, Richardson-Vicks, Brooke Bond Oxo (all U.K.), Kimberly-Clark toilet tissue and Lee jeans (Germany).

Top international executives include John S. Bowen, chairman-ceo; Roy J. Bostock, president-USA; Peter T. W. Redsell, president-international; George J. Simko, president-diversified communications; Craig D. Brown, exec vp-ceo, and Bernard Kanner, exec vp-international.#

DMB&B

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Mexico	Peru	Uruguay	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
S.E.G.M. Co.											•		•	•			•														
3M	•										•					•															
Union Carbide	•																		•								•				

Source: DMB&B

Doyle Dane Bernbach

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Mexico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	U.K.	Portugal	South Africa	Middle East*	Asia, Pacific: Australia	Japan*	Hong Kong	New Zealand	Singapore	Thailand
American Airlines												•	•							•									
Audi	•			•						•		•		•			•				•			•				•	
Bally									•										•						•				
Bristol-Myers	•													•			•		•	•					•				
Chanel	•			•													•								•				
Citicorp	•							•											•						•	•		•	
Colombian Coffee	•			•													•												
Delsey										•		•	•	•	•					•			•						
Heinz	•													•						•					•				
IBM	•																•						•	•	•				
Intergold	•			•																						•			
S.C. Johnson										•		•					•			•	•				•				
Memorex	•			•									•							•									
Meridien																									•	•		•	
Nabisco	•									•		•		•			•												
Porsche				•						•					•														
Quaker				•						•		•								•									
Quick Intl.										•		•	•							•									
Seagram	•								•	•		•	•		•				•	•					•				
Spanish Tourist Bd.									•			•					•												
Volkswagen	•			•				•		•		•	•	•	•		•			•	•			•				•	

*Non-equity affiliation. Source: Doyle Dane Bernbach International

DYR Worldwide

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Hong Kong	Japan	Malaysia	New Zealand	Singapore	Thailand
Adidas																						•		•		•	
Canon	•											■												•		•	
Colgate-Palmolive																						•	•	•			•
Hong Kong Tourism	•																					•	•	•		•	•

Source: DYR Worldwide

Eurocom Group

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Europe: Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong	Japan	New Zealand	Singapore	Taiwan*	Thailand
Agfa-Gevaert												•		•							•								
Audemars Piguet	•							•	•	•	•	•		•	•	•			•	•	•		•							
Bongrain			•																	•	•		•							
Buitoni											•			•	•															
Free-Time											•				•								•							
Fuji	•								•											•	•									
General Foods											•			•			•			•	•							•		
Lotus									•			•		•																
Nestle			•						•					•																
L'Oreal	•	•	•						•		•		•	•	•		•	•		•	•		•							
Perrier			•						•		•																			
RVI-Renault trucks								•	•		•			•	•		•	•			•									

Source: Eurocom Group

This report was prepared by Dennis Chase, international editor; Ilse Cermak, copy editor; Valerie Mackie, free-lance writer; Carol Septow, graphic designer, and Bob Zeni, graphics editor.

Some agencies did not cooperate in providing information for the charts. In such cases, Advertising Age collected the data from its correspondents and asked those agencies to comment. New or merged agencies added to the global roster this year: Lowe Marschalk; D'Arcy Masius Benton & Bowles; Bozell, Jacobs, Kenyon & Eckhardt, and DFS-Dorland Worldwide.#

Doyle Dane Bernbach

Doyle Dane Bernbach Group, New York, part of the Omnicom Group holding company *(see BBDO)*, had 1985 non-U.S. gross income of $63.2 million, up 6.4% over 1984. Non-U.S. billings rose 16.5% to $458 million.

World gross income was $231.8 million, 27.3% international. World billings rose to $1.7 billion, 27.4% international.

The group consists of 56 agencies in 19 countries. DDB owns majority or maximum-allowable stock in 54, minority stakes in two and has non-equity affiliations with 15.

In 1985, DDB acquired a minority position in Verba, Milan, and opened an office in Lisbon. DDB also has a minority equity position in Dai-Ichi Kikaku, Tokyo. It sold an agency in Perth, Australia, then affiliated with Mangus Nankervis & Curl, Sydney, and formed a joint venture with Sanyu, Tokyo.

Accounts gained include S.C. Johnson (U.K.), American Airlines (France, Germany, U.K.), Delsey Luggage (pan-European), Memorex (Canada, Germany, U.K.), and Quick International (Belgium, France, Germany, U.K.).

Accounts lost include Polaroid in 17 countries; Harveys Bristol Cream sherry, Tuborg and Lufthansa, all in the U.K., and Knorr, Johnson Wax and Miele in Germany.

Top executives include Joseph Daly, chairman; Barry Loughrane, president-ceo; John Bernbach, president-international; Nicolai von Dellingshausen, chairman-DDB Europe; Pierre de Plas, president-DDB Europe; Alan Pilkington, president-DDB Asia Pacific; Steve Burton, senior vp, ceo-international division.#

DYR Worldwide

DYR Worldwide, New York, a 50-50 joint venture between Young & Rubicam, New York, and Dentsu, Toyko, had non-U.S. gross income of $20.7 million in 1985, 3.8% over 1984. Non-U.S. billings were $143.5 million, up 26.3%.

Total worldwide gross income was $41.5 million, 49.9% from outside the U.S. Worldwide billings were $286.7 million, 50% coming from outside the U.S.

The network consists of eight agencies in five countries outside Japan and the U.S., including Malaysia, Australia and Thailand. In 1986, DYR bought a 40% stake in R.W. Eggert, Duesseldorf—its first agency outside of Asia and the U.S. It also opened an office in China this year.

New international business picked up in 1985 includes Adidas (Hong Kong, Singapore, Malaysia), Remy XO cognac (Hong Kong) and Air Canada (Singapore).

Accounts lost include Johnson & Johnson and United Airlines (Hong Kong).

Top international executives include Hideharu Tamaru, chairman (Tokyo); Alexander Brody, president-ceo (New York); Shinzo Uneno, exec vp-area director, South East Asia/Australia; Peggy Healy, senior vp-business affairs manager; Toyosuke Gamo, senior vp-coordination and marketing; Jerry Roberts, chairman, DYR Inc., and Shunya Hasiguchi, president, DYR K.K.

Y&R is profiled separately in this report. Dentsu has only one full-service office overseas, in Bangkok.#

Eurocom Group

Eurocom Group, based in Paris, had total, non-French gross income of $47.6 million in 1985, which amounted to a 36% increase in non-French gross income over

(Continued on Page S-8)

Foote, Cone & Belding

Clients:	Americas: United States	Canada	Argentina	Brazil	Costa Rica	Dom.Rep.	Ecuador	Guatemala	Mexico	Panama	Puerto Rico	Trinidad	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Portugal	Spain	Sweden	UK	South Africa	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore
Beiersdorf			•									•					•	•		•		•	•											
Bermuda Tourism	•	•																							•									
Bristol-Myers	•										•							•								•								
Cadbury Schweppes																•	•			•			•	•	•	•			•					
California Raisin Board	•	•													•	•		•		•	•		•	•	•									
Cinzano				•									•		•							•				•								
Citibank	•					•					•															•			•					
Clorox	•								•		•												•							•				
Colgate-Palmolive	•	•		•	•	•	•	•	•	•	•	•	•			•	•	•	•			•	•	•	•									
Computerland	•	•																							•		•							
Data General	•	•							•					•			•	•	•	•			•	•	•					•				•
Frito-Lay	•																										•			•				
Gillette									•				•				•	•	•				•		•									
Hewlett Packard	•		•													•						•						•						
Hiram Walker	•		•						•				•		•		•	•	•	•		•	•			•	•							
Hoechst																	•				•				•									
Hughes Aircraft	•																		•											•				
Iberia Airlines										•								•					•											
Imperial Chemical		•															•	•				•			•	•								
Iveco	•													•						•			•											
S.C. Johnson	•	•			•											•	•		•		•	•	•	•	•		•						
Kimberly-Clark	•	•		•	•			•		•			•		•					•						•				•			•	
Kraft	•	•													•			•	•		•		•		•									
Matsushita					•			•		•																								
Max Factor								•																			•			•				•
Mazda	•	•									•				•															•				•
Melitta																		•									•	•						
Monsanto						•		•	•	•	•		•																					
Nestle	•						•					•					•																	
North Sea Ferries															•			•		•														
Pearle Vision	•								•		•														•									
Philip Morris	•																							•										
Pizza Hut																		•							•					•				•
Quaker Oats											•							•		•														
Rothmans																										•	•		•					•
Sears	•	•									•															•								
Shulton		•												•					•				•		•	•								
Siemens														•							•					•								
Sunkist Fresh Fruit	•	•													•		•										•	•						
Warner-Lambert											•											•										•		
Wrigley Co.																			•	•	•				•									

Source: Foote, Cone & Belding

GGK

Clients:	Americas: USA	Argentine	Brazil	Canada	Chile	Colombia	Mexico	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Asia, Pacific: Australia	Hong Kong	Japan	New Zealand	Singapore	Thailand
Austrian Tourist Board										•			•					•		•							
Crest Hotels	•															•					•						
Henkel														•	•	•		•									
Hoffmann-LaRoche			•																	•	•						
IBM										•			•	•	•	•		•		•	•						
Intl. Watch Co.	•									•			•	•	•	•		•		•							
Jaegermeister										•				•	•					•							
Lois Jeans	•													•							•						
Porsche Design	•									•			•	•	•	•		•		•	•						
Swiss Air			•							•			•			•		•		•	•						
United Technology	•												•	•							•						
Volkswagen			•							•				•													

Source: GGK

Grey Advertising

Clients:	Americas: USA	Argentina	Canada	Chile	Peru	Uruguay	Venezuela	Mexico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Philippines	Taiwan
AES Data			•							•			•		•		•		•	•									

(Continued from Page S-7)

1984. World gross income was $129.1 million, 37% of which was outside France.

Eurocom owns majority or maximum-allowable stock in 36 agencies and is affiliated with three.

The government-controlled Havas, parent of Eurocom, is expected to be sold at the end of this year. Havas owns 45% of Eurocom.

Eurocom foreign shops include 13 in the HCM network, in which the group holds a 51% interest. Young & Rubicam owns the rest.

If total (rather than percentage ownership) gross income of all Eurocom network foreign holdings is considered, the network would have gross income from sources outside France of $105.2 million. International business billing more than $3 million won in 1985 includes Audemars Piguet, Bongrain, Free-Time and Perrier.

Top international executives: Bernard Brochand, president, Eurocom Group, and Claude Douce, vp, Eurocom Group.#

Foote, Cone & Belding

Foote, Cone & Belding, Chicago, had a non-U.S. gross income of $70.5 million in 1985, down 1.5% from 1984.

Non-U.S. billings also were down 1.7% to $470 million.

World gross income was $284.2 million in 1985, with international making up 24.8% of the total. World billings reached $1.9 billion, 24.7% of which came from international.

In 1984, FCB's non-U.S. gross income equaled 26.7% of its total gross income.

Foote, Cone owns a majority or maximum-allowable interest in 41 agencies, has a minority interest in 18 and has a nonequity affiliation with 34 agencies outside the U.S.

Part of the reason for the downturn in FCB gross income and billings in 1985 was caused by difficulty the agency has been having combining its overseas offices with the NCK Organization, the largely European agency network FCB acquired in 1984.

In 1985, the agency also acquired a minority stake in Basic Advertising, Manila, and affiliated with Yaratim, Istanbul.

Major international accounts gained in 1985 include British Caledonian, 3M and Matsushita. FCB also picked up more business from existing clients—Bayer, Motta, Royal Bank of Canada, Schering-Plough and Shell.

Major accounts the network lost include Cinzano (in four countries) and Iberia Airlines (in three countries).

It also lost Clorox in three countries and Hoechst, Hughes Aircraft and Philip Morris Cos. in two countries.

Top international executives include Norman Brown, chairman-ceo; Abbott C. Jones, president-ceo; Emine Messiqua, chairman-FCB Europe; Len Sugarman, vice-chairman Europe; Craig Wiggins, president Europe; William Kiely, chairman FCB U.K., and Antonio Beja, president Latin America/Pacific/South America.#

GGK

The Basle-based GGK group had non-U.S. income of $27.8 million in 1985, 79% of total gross income of $35.8 million.

The network consists of 15 agencies that are located in 10 countries.

In 1984, non-U.S. gross income was $24 million, 75% of total gross income of $31.7 million.

In 1985, the GGK group acquired the following agencies, which are

Grey Advertising

Clients:	Americas: USA	Argentina	Canada	Chile	Peru	Uruguay	Venezuela	Mexico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Philippines	Taiwan
Agfa-Gevaert				•										•		•	•			•									
Avis			•								•							•											
BankAmerica	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•	•
BAT												•	•	•			•				•								
Bayer									•				•		•		•			•									
Beecham	•		•	•				•			•	•				•	•	•	•	•	•		•						
Block Drug Co.	•		•					•	•	•	•	•	•	•	•		•	•		•	•	•	•	•	•	•	•		
Bristol-Myers	•		•																		•		•						
BSN Gervais-Danone									•	•		•	•																
CPC					•								•																•
Canon	•		•									•		•						•	•	•	•						
Carter Wallace										•					•								•						
Ciba-Geigy			•	•		•									•												•		
Combe			•							•					•														
Dunkin' Donuts							•																				•		•
General Foods	•		•	•	•		•					•								•								•	
B.F. Goodrich	•	•	•						•	•	•	•	•	•		•		•	•	•			•	•					
Hewlett Packard									•			•							•										
InterContinental Hotels	•						•		•	•		•	•		•		•			•									
Johnson & Johnson						•															•		•						
Kenner-Parker	•								•	•		•	•	•	•		•			•									
Kroy	•		•														•			•		•							
Mars												•	•							•			•						
Melitta									•	•	•	•	•	•	•			•	•	•									
Mennen			•																	•								•	
Nike									•			•	•			•		•		•									
Northwest Orient Airlines	•										•		•	•	•	•		•											•
Pioneer									•	•	•	•	•	•	•	•	•	•	•	•									
Playtex	•		•	•				•		•		•	•	•	•			•	•	•	•		•						
Procter & Gamble	•		•	•	•		•	•	•	•	•	•	•	•	•		•	•	•	•									
Remington Prods.	•		•				•			•			•					•		•			•	•	•	•			•
Revlon	•		•	•	•	•	•	•		•		•	•	•	•		•	•		•	•		•	•	•	•	•	•	•
Saudia Airlines															•					•								•	
Seagrams			•	•										•									•						
Shell		•									•										•				•				
Simplicity			•							•										•		•			•				
3M	•						•					•	•	•			•			•			•						
Timex	•		•							•			•		•	•		•		•					•				
Warner Bros.	•		•											•				•		•									
Wrigley Co.																							•	•					•

*Non-equity affiliation. Source: Grey Advertising

Hakuhodo Inc.

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Sweden	Switzerland	UK*	South Africa	Asia, Pacific: Australia*	Hong Kong*	Japan	Malaysia	New Zealand	Singapore	Thailand
Ajinomoto			•																			•	•			•
Bridgestone																		•				•			•	•
Canon	•																	•			•	•			•	
Citizen			•									•						•			•	•	•			
Japan Air Lines																		•				•	•		•	
Jusco																						•	•			•
KAO																						•	•		•	•
Konishiroku	•																				•	•				
Matsushita																						•			•	•
NEC	•											•						•			•	•	•		•	•
TDK												•									•	•				
Toshiba												•									•	•	•			

*Non-equity affiliation. Source: Hakuhodo Inc.

HCM

Clients:	Americas: USA	Argentina*	Brazil*	Canada	Chile	Peru	Uruguay	Europe: Austria*	Belgium	Denmark*	France	Germany	Italy	Netherlands	Norway*	Portugal	Spain	Sweden*	Switzerland	UK	Asia, Pacific: Australia*	China*	Hong Kong*	Japan*	Korea*	Malaysia*	Philippines*	Singapore*	Taiwan	Thailand
Air France									•		•		•																
BSN Gervais Danone	•								•		•	•	•				•			•									
Chanel											•	•	•	•															

(Continued on Page S-10)

now part of the GGK network: Michele Rizzi, Milano, now Michele Rizzi/GGK; Akkerman Meijer van Varik, now GGK Amsterdam, and Kaubisch & Schenner, Salzburg, now GGK, Salzburg.

Major international accounts won include the Austrian Tourist Board in Vienna, which the GGK group handles in Switzerland, France, Italy, Spain and the U.S., and Alfa Romeo in the U.K. A major international loss was the Continental tire business in Germany.

The top international executives here include: Peter Erzberger, director-international executive board, London; Gary Washer, also a director, and Volkmar Guenther, its international financial director.#

Grey Advertising

Grey Advertising, New York, had non-U.S. gross income of $76.1 million in 1985, 10.1% over 1984. Non-U.S. billings climbed 10.3%, to $507.9 million.

World gross income was $259.3 million, 29.3% international.

World billings were $1.7 billion, 29.4% international.

The network consists of 66 agencies in 30 countries. Grey acquired Grierson, Cockman, Craig & Druiff, London, and Gould Cargill, Vienna.

Grey bought a majority stake in Konsell Partners, Frankfurt; acquired a minority stake in Trace, Barcelona, and Aspac Communications, Manila, and established affiliate relationships in Korea and Turkey.

Accounts gained by Grey Advertising include Beecham (Austria, Canada, Denmark, Mexico, Norway, Sweden, U.K.), Nike (Austria, France, Germany), Canon (Australia, Thailand), Playtex (Belgium, Chile, Germany, Netherlands) and Mars (U.K., Brazil, France, Germany).

Accounts lost include Bank America (Australia), Thomas Lipton (Canada), Citroen (Germany), Fruit of the Loom (U.K.), General Mills (Italy), and Chesebrough-Pond's (Switzerland).

Top international executives: Edward Meyer, chairman-president; Anthony Thurston, general manager-international, and area directors Norman Vale, (Europe, Africa, Middle East), Frank Clarke (Americas) and T. Bruce McDonald (Pacific).#

Hakuhodo

Hakuhodo Inc., Tokyo, had non-Japanese gross income in 1985 of $6.6 million—3.3% of total gross income of $198.9 million. In 1984, the agency had non-Japanese gross income of $10.7 million, 5.4% of the total.

It has majority or maximum-allowable interest in six agencies outside Japan and has nonequity relationships with seven other agencies.

In 1979, Hakuhodo's non-Japanese gross income was $4.9 million —3.8% of total gross income of $127 million.

Major multinational clients added in 1985 are Jusco, Konishiroku and TDK.

Top international executives include: Michitaka Kondo, chairman-ceo, Ritsuo Isobe, president, and Tadakatsu Ishikawa, executive manager, corporate public relations.#

HCM

HCM, New York, a joint venture between Paris-based Eurocom (51%) and New York-based Young & Rubicam (49%), had non-U.S. gross income of $50.2 million in 1985, 20.7% over 1984. Non-U.S. billings rose to $334.9 million, a

HCM

Clients:	Americas: USA	Argentina*	Brazil*	Canada	Chile	Peru	Uruguay	Europe: Austria*	Belgium	Denmark*	France	Germany	Italy	Netherlands	Norway*	Portugal	Spain	Sweden*	Switzerland	UK	Asia, Pacific: Australia*	China*	Hong Kong*	Japan*	Korea*	Malaysia*	Philippines*	Singapore*	Taiwan	Thailand
Credit Suisse								•	•	•	•	•	•	•	•	•	•	•	•	•										
Damard											•	•	•	•			•													
Du Pont								•	•	•	•	•	•	•	•	•	•	•	•	•										
Flying Tigers	•	•	•						•			•	•							•	•	•	•	•	•	•	•	•	•	•
Pernod-Ricard	•								•		•								•	•										
Peugeot Talbot	•								•			•	•	•			•		•	•										
Woolmark								•				•							•											
Dow Chemical	•							•	•	•	•	•		•	•		•	•	•											

*Non-equity affiliation. Source: HCM

Ketchum International

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Hong Kong	Japan	New Zealand	Singapore	Thailand
Bank of America	•																					•	•			
BWIA Intl.	•											•							•				•			
Jardine Matheson																						•	•		•	

Source: Ketchum International

Lowe Marschalk Worldwide

Clients:	Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Hong Kong	Japan	New Zealand	Singapore	Thailand
Coca-Cola	•								•			•		•												
General Motors								•	•		•		•						•							
Henkel				•				•	•		•	•		•												
Parker Pens									•			•		•					•							
Rothmans									•	•									•		•					
Unilever									•		•								•							

Source: Lowe Marschalk Worldwide

McCann-Erickson

Clients:	Americas: USA	Canada	Argentina	Brazil	Colombia	Costa Rica	Ecuador	Mexico	Panama	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	Kenya	South Africa	Asia, Pacific: Australia	China	Hong Kong	Japan	Malaysia	Philippines	Singapore	Thailand
American Express	•	•				•			•						•	•	•							•	•						•		•			
American Home Products	•			•	•	•	•	•								•										•						•		•	•
Bayer/Miles	•		•		•	•	•	•			•				•	•		•			•				•		•	•	•	•	•		•	•
Beatrice	•	•		•	•			•	•	•																				•					
Beecham																					•					•									
Black & Decker	•		•	•		•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•			•			•	
Carnation								•		•	•				•		•	•	•		•			•							•	•	•	•	•
Casio				•	•	•	•			•																					•	•		•	
Chesebrough-Pond's						•			•										•		•	•				•									
Coca-Cola	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•	•	•
CPC						•						•						•	•																
Del Monte	•	•						•		•	•	•	•	•	•	•				•	•		•	•				•		•	•	•		•	
Dow Chemical			•		•	•	•			•																		•							
Eastman Kodak		•						•			•	•		•	•	•	•	•	•	•	•	•	•	•					•	•	•	•	•	•	•
Exxon/Esso	•		•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					•	•	•	•			
General Motors	•		•	•			•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•			•		•	•	
Gillette	•			•	•	•	•	•	•	•					•	•		•				•					•		•	•	•	•	•	•	•
Goodyear			•	•	•	•		•	•	•	•	•	•		•	•	•	•	•		•		•	•	•		•	•	•	•	•	•	•	•	•
Henkel	•			•				•			•	•			•	•		•	•			•			•										
Heublein	•					•				•								•												•	•		•	•	•
Intergold	•								•							•		•			•	•			•					•	•				
Johnson & Johnson	•	•	•			•	•	•	•	•					•			•		•	•					•	•			•		•	•	
Kuwait Air																																•			
Levi Strauss		•										•			•	•	•		•	•		•		•				•		•	•	•	•	•	•
L'Oreal	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•		•		•	•	•	•	•		•	•
Lockheed	•			•				•					•		•						•				•			•	•	•	•				
Lufthansa	•	•	•	•	•	•	•	•	•							•										•					•				
Martini & Rossi	•	•		•	•					•	•	•	•			•		•	•		•	•		•	•			•				•			
Nabisco Brands		•				•			•							•		•			•		•					•			•	•		•	
Nestle	•			•		•	•	•	•	•	•	•				•		•			•	•		•	•			•				•		•	•

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20.8% increase. Worldwide gross income was $75 million, 70% non-U.S., up from 54.4%. Worldwide billings grew to $500.3 million, up from 42.4% in 1984.

HCM operates 19 agencies in 10 countries with a regional network of 12 agencies in France. It owns a majority interest in all its agencies.

Accounts gained: Peugeot (London, Italy), BSN (Spain, Germany), Damart (Germany, Italy, Netherlands, Spain), Credit Suisse (pan-Europe) and Woolmark (Germany, Switzerland).

Accounts lost: SEAT (France), Citizen (U.K.) and SGB (Belgium).

Top international executives: Robert Schmetterer, ceo-worldwide; Alain de Pouzilhac, ceo-Europe; Annie Prost, senior vp-director international accounts, and Alain Rousset, senior vp-chief financial officer.#

Ketchum International

Ketchum International, Pittsburgh, in 1985 had non-U.S. gross income of $6 million worldwide, down 23% from 1984. Non-U.S. billings were $40 million, down 23% from 1984. Worldwide gross income was $62.9 million, 9.5% of which was international.

The agency owns majority or maximum-allowable interest in Frankfurt and Tokyo shops; minority interest in London, Paris, Hong Kong, and Singapore shops, and nonequity affiliations with 40.

International accounts gained in 1985 include Epson Computers (France), Porsche Automobiles (Japan), Finnair (Japan) and Visa (Hong Kong).

Accounts lost: Miller Lite beer (Japan) and Leeds Building Society (U.K.). Westinghouse, Bank of America and PPG cut spending.

Top international executives: Thomas Smith, president, Ketchum International, and William A. White, president, Ketchum Advertising Japan and regional manager, Asia/Pacific.#

Lowe Marschalk Worldwide

Lowe Marschalk Worldwide, London, formed when New York-based Marschalk Inc. joined Lowe Howard-Spink, London, replaces Marschalk Campbell-Ewald. Interpublic owns 38.1% of the new network.

The new agency network has $675 million in world billings—55% of which is international. In 1985, M-E had non-U.S. gross income of $23 million, and Lowe Howard-Spink, London, had total gross income of $12.6 million.

The new agency has 16 shops in 10 countries, holds majority or maximum-allowable stock in 14 agencies, minority stakes in 12 and nonequity affiliations in 10.

Accounts gained include Parker Pen (Belgium, U.K., France, Netherlands), Eastern Air Lines (U.K.) and Toys "R" Us (U.K.). Accounts lost: United Breweries (France) and Quaker pet food (Belgium).

Top international executives: Frank Lowe, chairman; Michael Lesser, president, and Lester Delano, chairman-executive committee.#

McCann-Erickson

McCann-Erickson Worldwide, based in New York, had total gross income outside the U.S. amounting to $220.2 million in 1985, which equalled 26.8% over McCann-Erickson's equivalent non-U.S. gross income in 1984.

In addition, the agency's total billings outside the U.S. in 1985 reached $1.5 billion, also amounting to a 26.8% jump over 1984.

McCann-Erickson

Clients:	Americas										Europe																Asia, Pacific								Africa	
	USA	Canada	Argentina	Brazil	Colombia	Costa Rica	Ecuador	Mexico	Panama	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	Kenya	South Africa	Australia	China	Hong Kong	Japan	Malaysia	Philippines	Singapore	Thailand
Quaker Oats				•	•	•			•							•												•					•		
Reckitt & Colman																										•	•	•				•		•	
R.J. Reynolds	•	•	•	•			•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•		•	
Richardson-Vicks				•						•																		•		•		•			
Texas Instruments	•	•	•	•				•		•	•	•	•	•	•	•		•	•	•	•	•	•	•	•			•		•	•	•			
Unilever	•	•		•	•			•			•	•	•	•		•	•	•	•		•	•		•	•	•	•		•		•	•	•		
Union Carbide				•		•			•			•															•						•			

Source: McCann-Erickson Worldwide

Needham Harper Worldwide

Clients:	Americas							Europe																Asia, Pacific							
	USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK					Australia	Japan*	Hong Kong	Malaysia	New Zealand	Singapore	Taiwan	Thailand
BAT												•					•										•				
Boots Drugs														•					•					•		•	•			•	•
Capri Sun										•				•		•															
Jack Chia																										•	•		•		
Fortune Magazine	•											•	•													•					
Ford																								•			•	•		•	•
Hasbro Toys	•															•			•												
HFC	•			•															•												
Sara Lee																								•		•			•		
S.C. Johnson																								•	•	•					
Lam Soon																										•	•				•
McDonald's	•											•				•		•						•		•		•	•		•
Sandoz	•													•														•			
G.D. Searle	•																							•				•			
Wrigley Co.	•																							•				•	•		
Xerox				•								•		•												•					

*Non-equity affiliation. Source: Needham Harper Worldwide

Ogilvy & Mather

Clients:	Americas										Europe																Africa		Asia, Pacific							
	USA	Argentina	Brazil	Canada	Chile	Colombia	Ecuador*	Mexico	Uruguay*	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Kenya	Australia	Hong Kong	India	Indonesia*	Malaysia	New Zealand	Singapore	Thailand
AGA	•										•			•		•				•		•	•	•										
Alfred Benzon												•	•	•			•		•	•														
American Express	•	•	•	•	•			•		•	•	•	•	•	•	•	•	•	•	•	•		•	•	•		•	•	•	•	•	•	•	•
Avon		•	•	•				•		•	•				•	•		•			•		•	•			•				•	•		•
BAT Industries	•	•	•		•			•		•		•				•			•	•					•			•		•			•	
Bayer																		•													•		•	•
Beecham			•	•		•	•	•		•			•		•	•					•		•	•			•	•	•	•	•	•	•	
Beiersdorf											•	•				•			•			•												
Boeing													•						•							•	•	•	•		•		•	
British Tourist Auth.	•	•		•							•	•	•	•	•	•		•	•	•	•	•		•		•	•	•				•	•	
Chesebrough-Pond's	•	•	•			•	•	•		•																	•	•	•				•	•
Ciba-Geigy	•		•	•					•												•													
Compaq	•														•			•						•			•							
Dow Chemical			•				•								•												•	•						
Duracell	•		•	•																								•				•	•	
General Foods	•	•	•	•				•			•		•	•	•	•		•				•						•	•		•			•
Guinness	•												•		•	•		•	•					•			•	•		•	•	•	•	•
IBM			•													•		•			•			•										
Johnson & Johnson				•			•														•						•		•	•		•		•
Kimberly-Clark	•			•				•							•			•	•		•			•				•			•		•	•
Korean Air	•										•				•							•	•				•	•		•	•		•	•
Mattel	•			•			•	•		•	•	•			•	•		•	•		•				•		•	•	•	•	•		•	•
Mercedes Benz		•	•								•				•	•										•			•		•			
Nestle					•													•				•			•		•				•		•	
Oce Industries											•	•	•		•	•		•	•	•	•			•				•					•	
Parker Pen	•	•	•	•				•	•		•			•			•	•		•	•	•	•			•	•	•		•	•	•	•	•
PepsiCo.														•						•		•	•		•						•		•	•
N.V.Philips		•	•				•	•	•			•	•	•		•		•	•	•	•	•		•				•	•	•			•	•
Polaroid		•	•	•	•	•		•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•		•	•	•	•	•
Richardson-Vicks	•										•				•	•					•	•	•		•			•		•			•	
Seagram	•	•	•	•			•			•	•	•			•	•		•			•		•	•	•		•	•				•		

Worldwide gross income reached $345.2 million in 1985, with international making up 63.8% of the total. Worldwide billings rose to $2.3 billion, with international at 63.8%.

McCann owns majority or maximum-allowable stock in 119 agencies—29 more than it reported in 1984.

It is in 63 countries and has nonequity affiliations with 22 overseas agencies.

In 1985, McCann bought an agency in Sweden, took a majority share in an agency in Turkey and acquired a 100% stake in its agency in New Zealand.

Major international accounts gained include worldwide assignment for Black & Decker and Bayer/Miles.

It also picked up major business from American Home Products, Goodyear, Nabisco, Nestle, L'Oreal, American Express, Henkel and Unilever.

Major international accounts lost include Kodak in about 20 countries in 1986, Kuwait Air in five countries, N.V. Philips in three countries and Warner-Lambert and Lloyd's Bank (U.K.), Coca-Cola Co. (South Africa), Asuag watches (Switzerland), Krups (Belgium, France) and Club Med (Germany).

Top international executives are Bob James, chairman-ceo; Jerry McNamara, president-ceo; Barry Day, vice-chairman; Gianni Cottardo and Jerry Shively, exec vps-Europe; Michael Ferrier, exec vp-Europe/Africa; Jens Olesen, exec vp-Latin America, and Max Cusnir, exec vp-Asia/Pacific.#

Needham Harper Worldwide

Needham Harper Worldwide, part of the new Omnicom Group holding company *(see BBDO and Doyle Dane Bernbach)*, had non-U.S. gross income of $19.2 million in 1985, 4.7% over 1984. Non-U.S. billings rose 4.3% to $127.8 million over 1984.

Worldwide gross income was $127.1 million, 15.1% international. Worldwide billings were $847.3 million, 15% international.

It has 28 overseas offices operating in 18 countries. It owns a majority or maximum-allowable interest in five agencies, minority in 12 and a nonequity link with one.

Accounts gained include Jack Chia (Hong Kong, Singapore, Malaysia), Lam Soon (Hong Kong, Thailand, Malaysia), Capri Sun (Netherlands, Spain) and Hasbro Toys (U.K., Spain).

Accounts lost include Xerox (U.S., Australia, New Zealand and Sweden), Ramada Inns (U.S., Canada) and Honda (U.S., Spain).

Top international executives are John Bradstock, president-international division; Norval Stephens, exec vp-international, and Barbara Wolfson, vp-manager.#

Ogilvy & Mather

Ogilvy & Mather Worldwide, New York, had non-U.S. gross income of $145 million in 1985, up 6% from 1984.

World gross income was $411 million, 40% international.

The agency has 226 offices in 45 countries, including the U.S. It owns majority or maximum-allowable stock in 186 offices, a minority stake in 25 agencies and has nonequity affiliations with 17 shops.

O&M bought majority stakes in Canada, Portugal, West Germany, Philippines and the Netherlands, and signed an affiliation with Dai-Ichi Advertising, Tokyo.

Accounts gained include American Express (Greece, Germany), Polaroid (worldwide), Seagrams (Argentina, Austria, Netherlands).

(Continued on Page S-12)

Ogilvy & Mather

Clients:	Americas										Europe															Africa		Asia, Pacific							
	USA	Argentina	Brazil	Canada	Chile	Colombia	Ecuador*	Mexico	Uruguay*	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK		South Africa	Kenya	Australia	Hong Kong	India	Indonesia*	Malaysia	New Zealand	Singapore	Thailand
Searle	•	•	•	•				•		•			•										•			•	•					•	•		
Shell	•	•	•	•	•			•		•	•	•		•		•	•		•	•	•	•	•	•		•	•	•			•	•	•	•	•
TWA	•											•	•		•		•				•								•						
Unilever	•	•	•	•	•	•	•	•			•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•
Warner-Lambert																			•											•	•		•	•	
Wagner Spray Tech.	•			•												•							•			•		•				•			
ZF Corp.	•														•	•		•		•	•	•	•					•							

Non-equity affiliation. Source: Ogilvy & Mather

Publicis International

Clients:	Americas							Europe																		Asia, Pacific
	USA	Argentina	Canada	Chile	Colombia*	Mexico*	Venezuela*	Austria	Belgium	Denmark*	Finland*	France	Germany	Greece*	Ireland*	Italy	Netherlands	Norway*	Portugal	Spain	Sweden	Switzerland	UK		
Air France					•					•	•	•	•					•				•			
Boursin									•			•	•				•					•			
Dim	•								•	•		•	•				•			•	•	•	•		
Europ-Assistance									•				•								•	•			
Europcar									•				•				•			•	•	•	•		
French Govt. Tourism	•									•			•												
Henkel								•	•			•													
L'Oreal	•							•	•	•		•	•	•		•	•	•	•	•	•	•	•		
Nestle					•			•	•			•	•				•								
N.V. Philips												•					•		•			•	•		
Renault		•			•	•	•	•	•			•	•			•	•		•			•	•		
Waterman									•			•	•			•	•			•			•		

Non-equity affiliation. Source: Publicis International

Roux Seguela Cayzac & Goudard

Clients:	Americas							Europe																			Asia, Pacific					
	USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK				Gabon	Ivory Coast	Saudi Arabia	Australia	Hong Kong	Japan	New Zealand	Singapore	Thailand
Citroen								•			•	•	•	•		•		•	•						•						
Club Med									•			•	•					•	•												
Jacobs Suchard									•		•	•				•		•													
Marlboro Leisurewear									•		•	•	•	•				•	•												
Redoute											•	•						•	•				•	•							
Sheraton Hotels								•	•	•		•			•		•	•													

Source: Roux, Seguela, Cayzac & Goudard

Saatchi & Saatchi Compton Worldwide

Clients:	Americas										Europe																	Africa		Asia, Pacific							
	USA	Brazil*	Canada	Peru*	Barbados	Bermuda	Jamaica	Trinidad	Mexico	Puerto Rico	Austria	Belgium*	Denmark	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden	Switzerland	UK	Ireland	Portugal	Finland*	South Africa*	Middle East*	Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand*	Philippines	Malaysia
Allied Lyons	•	•	•		•	•	•	•			•						•					•				•									
American Home Products	•				•			•				•																							
American Motor Corp.	•			•											•	•																			
Avis		•												•		•		•			•	•													
British Airways	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•		•		•	•	•	•
B.P.	•																					•		•		•	•								
BSN Gervais-Danone									•					•	•	•						•													
Cadbury Schweppes						•											•					•													
Chesebrough-Pond's	•		•		•		•	•						•											•	•									
Citicorp	•											•				•	•					•											•		
Cunard	•			•																		•													
Dupont	•													•	•							•													
Gallaher Intl.								•											•			•	•					•							
Gillette														•							•	•					•								
IBM	•				•									•		•			•			•													
Jacobs Interfood			•									•	•	•	•				•		•										•				
Johnson & Johnson	•			•					•	•				•	•				•								•		•				•		
Eastman Kodak	•																						•				•								
Massey-Ferguson														•		•						•	•	•											
Nabisco Brands			•		•		•	•		•					•	•	•		•													•			
National Panasonic								•				•																				•			

(Continued from Page S-11)

Kimberly-Clark (Italy, Netherlands, Taiwan, Thailand, Spain), N.V. Philips (Belgium, Italy) and AT&T (Australia, Canada, Thailand).

Accounts lost include Air Canada (16 countries), Beecham (Italy, Japan, Netherlands), Parker Pen (Colombia, France, Netherlands, U.K.), Canon (France) and Wendy's (Canada).

Top international executives: Bill Phillips, chairman-ceo; Ken Roman, president; Graham Phillips, chairman-U.S., and Norman Berry, president (N.Y.)-creative head worldwide.#

Publicis International

Publicis International, Paris, had non-French gross income in 1985 of $33.1 million—42.5% of the agency's total gross income of $82.1 million.

Non-French billings were $235.3 million, 42.5% of the total.

Publicis owns majority or maximum-allowable stock in 21 shops, and has nonequity affiliations with 14 agencies.

It acquired equity in Espiral, Lisbon, and sold its interest in Promedia, Copenhagen. It won new business from the French Government Tourism Office.

Top international executives: Claude Marcus, chairman; Gerard Pedraglio, vice-chairman and ceo; Gunter Ludemann, financial and administrative director; Michael Conroy, chairman and managing director, London; Gorgen Eliasson, managing director, Sweden and regional director, Nordic region, and Karl-Heinz Langhans, chairman, Germany.#

Roux, Seguela, Cayzac & Goudard

Roux, Seguela, Cayzac & Goudard, Paris, had non-French gross income of $18.7 million in 1985, 38% over its 1984 total.

Non-French billings were $133.8 million in 1985, up 41% from 1984 results.

Roux, Seguela, Cayzac & Goudard owns majority or maximum-allowable stock in 13 agencies.

Agencies added to the network in 1985 include RSC&G Jasch & Schramm, Vienna, and The Creative Business, London and Geneva. RSC&G opened an office in Dubai.

By comparison, in 1983, the agency had non-French gross income of $12.5 million—35.1% of total gross income of $35.6 million.

International accounts gained in 1985 include Club Med, Sheraton Hotels and Marlboro Leisurewear.

Roux, Seguela, Cayzac & Goudard's top international executives in 1985 include Jean Michel Goudard, president, RSC&G International, and Philippe Leguay, international director.#

Saatchi & Saatchi Compton Worldwide

Saatchi & Saatchi Compton Worldwide, London, had non-U.S. gross income of $271.2 million in 1985, a 50.6% increase over 1984. Non-U.S. billings rose 49% to $1.8 billion in 1985.

Growth came primarily from acquisitions.

Worldwide gross income reached $440.9 million in 1985, with non-U.S. gross income making up 61.5% of the total. Worldwide billings climbed to $3 billion, with non-U.S. billings equaling 49% of the total.

The percentage of non-U.S. in-

Saatchi & Saatchi Compton Worldwide

Clients:	Americas										Europe														Africa		Asia, Pacific							
	USA	Brazil*	Canada	Peru*	Barbados	Bermuda	Jamaica	Trinidad	Mexico	Puerto Rico	Austria	Belgium*	Denmark	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden	Switzerland	UK	Ireland	Portugal	Finland*	South Africa*	Middle East*	Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand*	Philippines	Malaysia
Nestle			•	•		•					•	•		•	•	•				•						•		•					•	
Procter & Gamble	•	•		•	•	•		•		•	•			•	•	•	•		•	•		•	•				•			•		•	•	•
Philips	•			•							•						•			•	•			•	•									
Pirelli	•											•																						
Portugal Tourism	•											•		•	•		•		•						•									
Reckitt & Colman																						•				•	•	•				•		
Revlon	•				•							•	•	•					•								•		•		•		•	
Richardson-Vicks					•	•	•			•															•									
Rowntree-Mackintosh			•		•	•										•						•	•			•								
Malaysian Tourism	•													•								•					•		•			•		
Schering-Plough	•	•							•				•	•												•								
Thorn-EMI	•																						•											
Trusthouse Forte	•										•	•	•	•	•	•	•	•	•		•	•	•		•									
United Biscuits		•																				•	•										•	
Hiram Walker	•				•	•		•		•	•			•	•								•											
Wander Foods											•				•		•				•								•					
Wrangler													•	•	•															•				
Xerox	•			•	•		•	•																										

*Non-equity affiliation. Source: Saatchi & Saatchi Compton Worldwide

Scali, McCabe, Sloves

Clients:	Americas							Europe															Africa		Asia, Pacific						
	USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Ireland	Portugal	Finland	South Africa		Australia	Hong Kong	Japan	New Zealand	Singapore	Thailand
Hertz	•			•																					•					
Volvo	•			•															•											

Source: Scali, McCabe, Sloves

SSC&B:Lintas Worldwide

Clients:	Americas									Europe																		Africa		Asia, Pacific							
	USA	Argentina	Brazil	Canada	Chile	Mexico	Peru	Uruguay	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Zimbabwe	Australia	Hong Kong	India	Japan	Malaysia	New Zealand	Singapore	Thailand
Bahlsen										•				•	•									•										
Bata					•																								•			•		
Bausch & Lomb			•									•				•		•	•			•												
Bridgestone														•					•	•				•										
Canon																												•	•		•			
C.C.F.																															•			•
Chefaro			•		•				•	•	•	•	•	•	•	•	•	•	•	•		•	•				•							
Citicorp/Diners	•					•				•						•						•						•	•	•	•	•	•	•
Citizen	•																					•		•				•	•					
Coca-Cola	•			•	•	•													•					•	•		•					•		•
Corning														•			•												•					
Dr. Scholl											•								•		•	•												
Fuji film										•				•		•																		
I.C.I.																												•			•		•	•
Japan Air Lines												•		•	•		•	•				•	•	•										
Johnson & Johnson	•		•							•					•	•				•	•		•	•	•		•		•	•	•			•
Lego	•																						•							•				
Molnlycke											•	•	•					•	•			•												
N.E.C.														•										•			•	•				•		
Nestle	•			•							•			•	•								•	•										•
Noxell	•			•										•				•						•			•							
N.V. Philips		•	•			•			•	•		•	•	•	•			•				•				•		•				•	•	
RCA Columbia	•													•	•			•			•						•			•		•		
Remy Martin															•									•						•				•
Rowntree Mackintosh										•	•	•	•	•	•	•	•	•	•	•	•	•	•		•			•					•	•
SEB/Tefal											•			•				•	•															
Speedy Muffler	•			•											•									•										
Sterling Drugs	•	•		•	•						•	•	•						•	•		•	•	•	•		•			•	•	•	•	
Timberland shoes	•											•	•	•	•	•			•				•											
Toyota												•							•					•										
Unilever	•	•	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Source: SSC&B:Lintas

come and billings is expected to decrease in 1986 because of Saatchi's recent acquisitions of New York-based Backer & Spielvogel and Ted Bates Co. *(see separate listing and special report in this issue)*, among other agencies. Saatchi also expanded its second network, Dorland Advertising, by joining it with Dancer Fitzgerald Sample to create DFS-Dorland *(see separate listing)*.

The Saatchi network consists of 150 wholly owned offices in 50 countries.

Besides public relations, direct marketing, market research and management consulting companies, advertising agencies that Saatchi bought in 1986 include Grandfield Rork Collins in the U.K. and Hayhurst Advertising in Canada.

Major international accounts gained in 1985 include United Biscuits, Campbell Soup, Nissan, Guinness and Gillette (all U.K.), BSN (France), Lego (Austria, France, Turkey) and more Johnson & Johnson business (Canada, Greece, Turkey) and Sterling Drugs (Canada).

Accounts lost in 1985 include Black & Decker (U.K., Germany, Norway, Portugal), Playtex (Australia, Belgium, Switzerland) and Polaroid (Greece, Norway, Switzerland).

Top international executives include O. Milton Gossett, chairman-ceo; Robert Jordan, chairman, New York; Ed Wax, ceo-president, New York; James Adler, director-international; Alban Lloyd, chairman-Europe, and Roderick More, chairman-Far East.#

Scali, McCabe, Sloves

Scali, McCabe, Sloves, New York, part of the Ogilvy Group, had non-U.S. gross income of $13.6 million in 1985, down 3.5% from its 1984 results.

Non-U.S. billings were down 6.9% to $90.8 million, compared with 1984. Worldwide gross income reached $50.2 million in 1985, with international equalling 27% of the total. Worldwide billings were $334.7 million, with international at 27.1%.

Scali owns majority or maximum-allowable interest in six agencies and minority interest in one.

In 1985, Scali reduced its equity holding in Abbott, Mead Vickers/SMS, London, and also bought a majority stake in Cascades in Paris.

Key international accounts won in 1985 include Labatt Brewing Co. (Canada) and Goodyear (Australia).

Losses include Seagrams (U.K.) and Beecham (worldwide).

The network's top international executive is Marvin Sloves, chairman-ceo.#

SSC&B:Lintas Worldwide

SSC&B:Lintas Worldwide, based in London, had 1985 non-U.S. gross income of $123.5 million, 19.5% over 1984.

Non-U.S. billings jumped 20% to $850.9 million.

Worldwide gross income was $190.9 million, 64.6% from outside the U.S.

Worldwide billings for 1985 were $1.3 billion.

SSC&B:Lintas, part of the Interpublic Group of Cos., owns majority or maximum-allowable stock in 59 agencies, minority interest in four, and has a nonequity affiliation with 15. In 1986 the agency opened an office in Australia and Taiwan. In 1985 it formed nonequity associations with agencies in

(Continued on Page S-14)

TBWA

Clients:	Americas							Europe														Asia, Pacific							
	USA	Argentina	Brazil	Canada*	Chile	Peru	Uruguay	Austria	Belgium	Denmark*	France	Germany	Greece	Italy	Netherlands	Norway*	Portugal	Spain	Sweden*	Switzerland	UK	South Africa*	Australia	Hong Kong	Japan	New Zealand	Singapore	Thailand
AEG								•				•			•			•		•									
Barilla pasta									•		•	•								•	•								
BSN Gervais-Danone	•								•		•	•								•	•								
Bull Computers								•	•	•	•	•			•					•									
CPC Intl.												•		•	•														
Dunlop								•				•									•								
Evian	•																			•	•								
Grand Marnier	•											•			•														
Grand Met-IDV	•											•			•						•								
Henkel								•	•		•	•		•	•			•											
Johnson & Johnson														•						•	•								
Lego										•											•								
Monsanto	•										•	•									•								
Philip Morris									•		•	•			•														
Ralston Purina	•										•	•		•				•											
Samsonite	•							•	•	•	•	•		•	•	•		•	•	•	•	•							
SEAT automobiles								•	•	•	•	•	•	•	•	•	•	•	•	•	•								

*Non-equity affiliation. Source: TBWA Advertising

J. Walter Thompson Co.

Clients:	Americas										Europe														South Africa	UAE	Asia, Pacific						
	USA	Argentina	Brazil	Canada	Chile	Mexico	Peru	Puerto Rico	Uruguay	Venezuela	Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK			Australia	Hong Kong	Japan	Malaysia	New Zealand	Philippines	Singapore	Thailand
Allied Breweries	•																	•			•			•				•	•			•	
Bacardi			•			•						•	•	•	•	•		•			•			•					•				
Beatrice Foods	•	•						•						•													•						
Beecham					•														•		•			•									
Benetton	•			•							•	•	•		•	•	•	•	•		•		•	•									
Burger King	•			•						•					•						•		•	•			•	•		•		•	
Champion	•	•		•		•	•	•	•	•												•	•				•				•	•	•
Chesebrough-Pond's					•		•			•																							
Commodore											•	•	•		•			•	•			•	•										
CPC Intl.											•										•										•		
DeBeers			•	•		•					•	•	•	•	•		•	•	•	•	•	•	•	•		•		•		•			
Eli Lilly	•			•	•													•															
Ford	•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•			•	•	•						•				
Garrett (Signal)	•	•												•	•																		
Gerber	•					•		•								•																	
Goodyear	•			•	•																												
Hyatt	•			•		•																						•	•	•	•	•	•
IBM				•																								•	•	•		•	•
Intl. Wool Secretariat																			•									•	•	•			
Jacobs				•							•	•		•	•				•				•										
S.C. Johnson	•	•	•		•	•		•	•	•	•				•		•	•										•		•		•	•
Kellogg	•	•	•	•	•	•				•	•	•		•	•	•	•	•					•	•		•		•		•	•		
Kodak	•	•	•		•	•	•	•	•	•	•		•			•	•		•	•	•	•		•	•	•	•	•		•			
Kraft	•			•	•	•		•		•		•	•		•	•	•				•	•		•		•		•	•		•	•	
Lufthansa																												•		•		•	•
Malaysia Airlines	•													•	•			•					•	•			•	•		•		•	
McDonnell Douglas	•	•		•	•	•			•	•	•	•		•	•	•	•	•			•	•	•	•		•		•		•	•		
Monroe (Tenneco)	•													•	•																		
Nabisco Brands	•	•	•	•		•	•		•	•								•												•			•
Nestle	•	•	•		•	•	•	•				•			•			•		•	•			•				•		•		•	
Northern Telecom	•			•																				•					•			•	
Oscar Mayer (GF/PM)	•									•								•															
PepsiCo.	•	•	•	•	•	•				•		•			•	•			•	•			•			•		•	•			•	
N.V. Philips			•		•		•			•		•				•		•							•		•	•	•				
Quaker Oats	•					•				•									•	•													
RHM														•	•								•										
R.J.Reynolds			•	•		•	•	•				•			•	•					•		•					•	•	•			
Reckitt & Colman	•							•																	•		•						
Rolex	•	•	•	•		•			•	•	•	•	•	•	•		•	•	•	•	•	•		•			•	•	•		•		
Rowntree-Mackintosh	•														•				•					•									
Scott Paper	•	•		•																	•			•			•				•		•
Unilever	•	•	•	•	•		•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Warner-Lambert	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•	•	•	•		•	•	•				

Source: J. Walter Thompson Co.

(Continued from Page S-13)

Korea and Turkey.

Major international growth at SSC&B:Lintas came from more assignments from Coca-Cola Co. (Canada, Chile, New Zealand, South Africa, Thailand), Johnson & Johnson (Australia, Austria, U.K., Portugal, Spain, Thailand), Sterling Drugs (worldwide), N.V. Philips (Austria, Brazil, Denmark, Hong Kong, Mexico, New Zealand, Norway) and Kellogg (Australia).

Major international losses include Kimberly-Clark (Australia, France), Carnation (Hong Kong, Malaysia, Philippines, Singapore), Datapoint (Netherlands, Spain) and Volvo (Belgium, Mexico).

Top international executives include William Weithas, worldwide chairman-ceo; Kenneth Robbins, chairman-ceo, international, and Spencer Plavoukos, chairman-ceo, U.S.#

TBWA

TBWA Advertising, New York, in 1985 had non-U.S. gross income of $36.4 million, 23% over its 1984 results. Non-U.S. billings were up 23.2% to $243 million, compared with 1984.

Worldwide gross income was $49.6 million, 73.4% from outside the U.S. Worldwide billings were $330.9 million, 73.4% from outside the U.S.

TBWA owns majority or maximum-allowable stock in 12 shops in nine countries, and has non-equity affiliations with seven.

It bought Voelker & Vorwerk, Duesseldorf, and Valero y Asociados, Madrid.

Accounts won include Henkel (in Germany and several other countries), SEAT Automobiles ($45 million, in Europe) and AEG in five European countries.

Accounts lost include American Airlines ($3 million), L'Oreal, French government agriculture board and the Volvo corporate account in France.

Top international executives: William Tragos, chairman-ceo; Claude Bonnange, co-founder, marketing research; Uli Wiesendanger, co-founder, creative; Paolo Ajroldi, co-founder, account management; Richard Costello, president U.S.; Martin Denny, chairman U.K.; David Lake, international financial director, and managing directors Mike Camesasca (Germany, Switzerland), Alberto Levi (Italy), Jean-Francois Minne (France) and Roland van Kralingen (Netherlands).#

J. Walter Thompson Co.

J. Walter Thompson Co., New York, had non-U.S. gross income of $199.7 million in 1985, up 1.1% from its 1984 results. Non-U.S. billings also rose 1.1%, to $1.3 million, in 1985.

Worldwide gross income reached $450.9 million in 1985, with international making up 44.3% of the total. Worldwide billings reached $3 billion, with international also equalling 44.3%.

JWT's international network consists of 130 agencies in 40 countries.

In 1985, JWT acquired agencies in Brazil and Spain and took minority stakes in shops in Turkey and Finland.

JWT also sold off its second agency network in Europe, Euro Advertising, after losing key clients over a period of several years.

Major international clients gained in 1985 include Philips (Australia), Emery Worldwide (Canada), British Telecom, Nestle, Skol lager (all U.K.) and Mastercard (France). In 1986 JWT added more business from Eastman

(Continued on Page S-15)

Young & Rubicam

Clients:	Americas										Europe															South Africa		Asia, Pacific						
	USA	Argentina	Brazil	Canada	Chile	Colombia	Dominican Rep.	Mexico	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK			Australia	Hong Kong	Japan	Malaysia	New Zealand	Singapore	Thailand	
Adidas	•	•	•	•	•			•			•	•	•	•	•	•	•	•	•		•	•		•				•	•	•		•	•	
Air Canada															•	•							•	•					•			•		
American Home Prods.																																		
American Home Foods	•								•																									
Boyle Midway	•		•						•															•										
Whitehall Labs	•			•					•							•							•	•										
Beatrice Foods	•		•	•								•												•			•	•						
Bosch			•							•		•	•		•	•	•		•		•	•	•											
Bristol Myers	•			•					•															•				•	•	•		•		
BSN	•		•					•				•			•	•	•				•		•	•			•		•					
Coleco															•	•								•										
Colgate-Palmolive	•	•		•		•	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•			•			•	•	•		
Diners Club											•		•		•	•						•		•										
DuPont	•		•	•				•		•		•			•	•	•				•		•	•			•	•	•			•		
Eastman-Kodak	•	•		•		•	•		•		•	•	•		•	•		•	•				•	•			•							
Flying Tigers		•	•																					•			•							
Ford Motor Co.	•		•											•	•	•						•		•			•							
General Foods	•			•				•	•		•		•		•	•		•			•	•	•	•					•					
Gillette	•				•											•					•						•							
H.J. Heinz												•						•						•			•							
Hertz								•				•				•		•						•										
Hong Kong Tourist Assn.	•														•	•								•			•	•	•				•	
Houbigant															•	•								•										
Jamaica Tourist Board	•			•																				•										
Johnson & Johnson	•	•	•	•	•		•					•					•	•			•					•	•		•				•	
PepsiCo. Foods Intl.			•	•				•	•																									
Pernod-Ricard	•			•								•			•		•						•	•										
Pfizer	•		•	•												•		•				•					•							
R.J. Reynolds																																		
Canada Dry	•				•			•				•																	•					
Hawaiian Punch	•								•																									
Kentucky Fried Chicken	•	•		•				•	•															•			•							
Rank Xerox											•	•	•	•	•		•	•	•			•	•	•										
Richardson-Vicks	•						•				•	•		•		•		•						•										
Royal Canadian Mint	•			•								•				•	•	•			•		•	•				•	•					
Singer											•	•			•	•	•	•	•		•			•										
Suchard		•	•								•				•	•					•		•											
Time Inc.	•		•	•											•	•	•							•				•						
Union Carbide	•				•				•		•	•			•	•	•				•	•	•											
United Brands											•	•	•			•	•	•	•			•	•											
Warner-Lambert	•			•	•																					•		•						

Source: Young & Rubicam

(Continued from Page S-14)

Kodak.

International clients lost in 1985 include ComputerLand (Australia, Canada, Denmark, France, Germany, U.K.); Labatt Importers (Canada), and Black & Decker (Italy, Agentina). In 1986 JWT lost the Ford account in Germany.

Top international executives include Don Johnston, chairman; Joseph W. O'Donnell, chairman-elect and ceo; Denis Lanigan, vice-chairman-ceo; Burt Manning, vice-chairman-creative resources, and John J. Cronin, vice-chairman.

Young & Rubicam

Young & Rubicam, New York, had non-U.S. gross income of $195.4 million in 1985, 24.5% over its 1984 results. Non-U.S. billings also jumped 24.5%, to $1.3 billion, in 1985.

Worldwide gross income reached $536 million, with international equalling 36.5% of the total. Worldwide billings were $3.6 billion, with international making up 36.5% of the total. The figures include 50% of DYR and HCM, which are listed separately in this section.

The network consists of 33 agencies in 27 countries. Y&R owns majority or maximum-allowable interest in 27 agencies, minority interest in four and has nonequity affiliations with two.

Major international business gained includes Adidas, Air Canada, Bosch Tools and Richard/Dubonnet (all of which are worldwide), Eastman Kodak (Australia, Belgium, Denmark, Holland), American Home Products and Cinzano (U.K.), Barilla pasta (Italy), Nestle (Brazil, Colombia, Puerto Rico), Tupperware and Walt Disney (Canada).

International accounts lost include Bailey's Irish Cream (U.K.), IKEA Stores and Bridgestone tires (Australia).

Top international executives include Edward Ney, chairman; Alexander Kroll, president-ceo; Peter Georgescu, president, Y&R Advertising; John McGarry, exec vp-chairman, worldwide client services; Joseph DeDeo, president, Y&R Europe; Nelson Demello, president, Y&R Latin America; James McCoubrey, exec vp-area director, Canada/Australia/Africa; Alan Sheldon, exec vp-director of finance and administration, and Niels Menko, senior vp-director, advertising headquarters.

Looking again at Compton's 'revival'

(Continued from Page S-1)

strengthen the creative product.

"A lot of people from the outside say Milt was being eased out, but without Milt it would never have happened," said Mr. Wax, 49, of Mr. Gossett, 61.

"There was a recognition of a need to update and be more innovative in the execution area." Senior people had to be added "because the perception was so negative," he said.

Another source noted the Saatchi influence in creative: "Not only did they [the Saatchi brothers] do good creative work, but their attitude toward creative is more single-minded than ours has been."

The Saatchis were able to accomplish this creative shift without hands-on interference. "Even within their own agency, they let their managers manage," said Mr. Wax. "They believe in autonomy of operations."

Mr. Wax said, "We'd send them our commercials. . .we got a note from Charles, who said the new Tide stuff was wonderful."

But from the point of view of many "old" Compton people, the Saatchis' success in improving Compton's performance comes from the feeling of partnership. Compton has gone from U.S. billings of $304 million and world billings of $1.3 billion in 1982 to U.S. billings of $590 million and world billings of $3.2 billion in 1985.

"We didn't suddenly become smarter, but we were one organization that became a better entity," said Mr. Wax, who would like to "get away from the implication that the Saatchis shook us up."

Many Compton executives feel that the view presented by the financial community is oversimplified. Since the Saatchi purchase, Compton's pretax margins of 6% to 7% of revenues have doubled, due to better financial systems, the closing of money-losing operations and better cash management.

"Saatchi brought something to the party with some very good fiscal-management systems," said one source, "but they were not rescuing a hapless organization that didn't know how to make a profit."

Compton executives would sometimes "wince" at what was being said about them, the source said, but swallowed it because the Saatchi legend benefited everyone.

After Mr. Gossett became ceo in 1975, he and his management launched an aggressive expansion program, and that accounted for the low margins, the source said.

What Mr. Gossett found was a mixture of success and frustration. "In 1975, we had billings of $105 million in the U.S., were 25th [in the agency rankings] and we were flat and spotty as an international network," he said. "Our team decided we had to reach $250 million in five years and that that would move us up to No. 15."

It achieved success in billings growth, so it targeted another $150 million and embarked upon an aggressive acquisition program, buying Rumrill-Hoyt; Ross Roy of New York; Klemtner; Fairfax, Hoffman-York, and Mayo Infurna Design in the U.S. as well as making overseas buys and startups.

But the agency was on a treadmill because of competitors' faster growth. "We grew $300 million in billings in six years, but we still ranked 18th. We had shot for $400 million and we got it, but we were still 18th and not 15th," he said.

It found in 1980 that it still had the ambition, but "we ran out of borrowing power," said Mr. Gossett. "To get into the top 10 we felt we had to merge."

It was that expansion and that borrowing that was chiefly responsible for Compton's poor bottom line, said Mr. Gossett. But he added, "Our stock historically grew as a private company at 20% a year, so we couldn't be too sloppy."

Another source noted that the debt service from the borrowing also affected the bottom line because interest rates were high.

But no one downplays the role of the Saatchis. "They helped us immeasurably financially with suggestions and procedures," said Mr. Gossett, who added that their objectivity as outsiders also helped. For example, on selling Hoffman-York, Milwaukee, Mr. Gossett said, "we might have kept it because it was our baby." Others note the agency was spun off because of conflict reasons.

But some of the turnaround in Compton's financial picture, sources said, began to occur because interest rates started declining, some relatively new overseas operations began to do well, and—with access to the stock markets—Compton had less need to borrow money in order to grow.

When Compton became public under Saatchi, it also changed its perspective. "As a public company, we all recognized that it was now advisable for existing units to think harder about ways to improve margins," said one source.

Becoming a public company led initially to Compton selling to Saatchi, an agency half its size. This access to capital for expansion has also been part of the motive cited by Backer & Spielvogel, Ted Bates Worldwide and Dancer Fitzgerald Sample to explain their subsequent deals with Saatchi.

Compton and Saatchi had worked for and shared many clients for seven years before the sale—for $29.2 million in cash and additional payments up to $27.6 million.

Compton first went overseas in 1960 when it bought a 49% interest in an agency that became Garland-Compton in London. Eventually, Saatchi bought the majority share in that agency.

In 1980, Compton and Saatchi began talking merger. "We tried to buy them," said Mr. Gossett. "They were going to sell us 40%, which we could have bought. Then Maurice said, 'Why don't you buy all of us?' That would have been about $10 million," continued Mr. Gossett.

Then, said Mr. Gossett, "Maurice made an incredible suggestion: 'Why don't we buy you?' " And they did.

Notes to charts

McCann-Erickson Worldwide handles additional global accounts in **Chile** (Black & Decker, Casio, Coca-Cola, Dow Chemical, Exxon/Esso, Gillette, Goodyear, Heublein, L'Oreal, Nestle, R.J. Reynolds); **El Salvador** (American Home Products, Bayer/Miles, Coca-Cola, Exxon/Esso, General Motors, Gillette, Heublein, Johnson & Johnson, L'Oreal, Lufthansa, Martini, Nestle); **Puerto Rico** (Beatrice, Black & Decker, Coca-Cola, Del Monte, Exxon/Esso, General Motors, Gillette, Heublein, L'Oreal, Nestle, R.J. Reynolds, Texas Instruments), and **Turkey** (Bayer/Miles, Coca-Cola, Goodyear, Henkel, Kuwait Air, Nestle, R.J. Reynolds).

Foote, Cone & Belding handles additional global accounts in **Argentina** (Hewlett-Packard, Schering-Plough); **Colombia** (Beiersdorf, Colgate-Palmolive, Monsanto, Schering-Plough), and **Ecuador** (Citibank, Colgate-Palmolive, Gillette, Monsanto, Nestle, Pizza Hut).

Ogilvy & Mather Worldwide also handles global accounts in **China** (American Express, BAT, Boeing, General Foods, Parker Pen, Polaroid, Richardson-Vicks, ZF Corp.) and **Japan** (Boeing, Guinness, Parker Pen). The Ball Partnership, a new O&M second network previously called Meridian Group, handles these accounts in more than three countries: **Seiko**, **Olivetti** and **Figurine Panini**.

Saatchi & Saatchi Compton Worldwide also handles global accounts in **Colombia** (American Motors, British Airways, Johnson & Johnson); **Greece** (British Airways, Johnson & Johnson, Procter & Gamble, Trusthouse Forte); **India** (Allied Lyons); **Indonesia** (Nestle); **Korea** (Revlon, Schering-Plough); **Taiwan** (Revlon); **Turkey** (Johnson & Johnson, Pirelli), and **Zimbabwe** (Chesebrough-Pond's, Cadbury, Nestle, Nabisco, Reckitt & Colman).

SSC&B:Lintas also handles global accounts in **Indonesia** (Citicorp/Diners, I.C.I., Sterling Drugs, Unilever); **Pakistan** (N.V. Philips, Unilever), and **Philippines** (Johnson & Johnson, Remy Martin, Sterling Drugs, Unilever).#

Agency/client summary

Clients:	N W Ayer	Ted Bates Worldwide	BBDO International	Bozell & Jacobs, Kenyon & Eckhardt	Leo Burnett Co.	DFS-Dorland Worldwide	DMB&B	Doyle Dane Bernbach International	DYR	Eurocom Group	Foote, Cone & Belding	GGK	Grey Advertising	Hakuhodo Inc.	HCM	Ketchum International	Lowe Marschalk Worldwide	McCann-Erickson Worldwide	Needham Harper Worldwide	Ogilvy & Mather International	Publicis International	Roux, Seguela, Cayzac & Goudard	Saatchi & Saatchi Compton Worldwide	Scali, McCabe, Sloves	SSC&B:Lintas	TBWA Advertising	J. Walter Thompson Co.	Young & Rubicam
Agfa-Gevaert			•							•			•															
American Home Products							•											•					•					•
BAT		•											•						•	•								
Bayer/Miles			•		•		•				•		•					•		•								
Beatrice Cos.					•		•											•									•	•
Beecham	•				•								•					•		•							•	
Beiersdorf		•									•									•								
Bristol-Myers	•						•	•			•		•															•
BSN Gervais-Danone													•		•								•			•		•
Chesebrough-Pond's																		•		•			•				•	
Ciba-Geigy							•						•							•								
Citibank								•			•												•					
Coca-Cola Co.																	•	•							•			
Colgate-Palmolive Co.		•							•		•																	•
CPC International						•							•					•									•	
Dow Chemical Co.							•								•			•		•								
Du Pont															•								•					•
Eastman Kodak Co.																		•					•				•	•
Frito-Lay			•								•																	
General Foods							•			•			•							•								•
General Motors	•						•										•	•										
Gillette Co.			•								•							•					•					•
H.J. Heinz							•	•																				•
Henkel AG			•									•					•	•			•					•		
Hewlett Packard					•	•					•		•															
Heublein																		•										
IBM								•				•								•			•				•	
Jacobs Suchard																						•					•	•
Johnson & Johnson													•					•		•					•	•		•
S.C. Johnson & Son		•					•	•			•								•								•	
Kimberly-Clark							•				•									•								
Kraft					•						•																•	
Mars		•			•		•						•															
Matsushita		•									•			•														
Monsanto Co.											•															•		
Philip Morris Inc.					•																					•		
Nabisco Brands								•										•					•				•	
Nestle Foods				•						•	•							•		•	•		•		•		•	
L'Oreal										•								•			•							
PepsiCo			•								•									•							•	•
N.V. Philips			•				•													•	•		•		•		•	
Procter & Gamble Co.					•		•						•										•					
Quaker Oats Co.			•					•										•									•	
Reckitt & Colman							•											•					•				•	
R.J. Reynolds																		•									•	•
Richardson-Vicks							•											•		•			•					•
Rothmans			•								•						•											
Rowntree-Mackintosh																							•		•		•	
Seagram								•					•							•								
3M							•				•		•															
Unilever			•														•	•		•					•		•	
Union Carbide		•			•		•											•										•
Warner-Lambert Co.		•			•						•									•							•	•
Wm. Wrigley Jr. Co.			•								•		•						•									
Xerox						•													•				•					•

Source: Compiled by Advertising Age

Saatchi house

(Continued from Page S-1)

Maurice Saatchi, a telephone and a list of other people's clients. Now it is more like a roving team of hit men, rivals say.

While other agencies have new-business directors, Saatchi has sales directors in charge of new business for a country, region or the entire world.

"Saatchi has a different approach to clients, based on its own business acumen," said David Butter, Young & Rubicam's new-business director for Europe. "Other agencies say how good and clever they are and what they can do for you. But Saatchi says: 'We're a business with real vision; we're going to be No. 1; here's our share price; you can be big, too, if you work with us.' "

Saatchi buys companies that are growth-obsessed. Dorland, a low-key but hard-driving London agency, is making international growth a priority after buying Dancer Fitzgerald Sample last year. Bates is also building an international business services network.

Saatchi's hands-off management style, apart from imposing financial controls and the occasional lunch with Maurice at his regular table in a turret at the Connaught Grill, is legendary.

As the Saatchi web extends, relationships with clients become more delicate and complex. Saatchi's brief relationship with McDonald's Corp. is the clearest recent example of the behind-the-scenes maneuvering, unsuccessful, to parlay a locally won account into a slice of global business.

According to London sources, after McDonald's awarded Saatchi its $12 million U.K. account last March, the client wanted Saatchi to resign its $8 million Krystal hamburger business in New York as well as other fast-food accounts. Saatchi was unwilling to give up business unless McDonald's would guarantee the agency the McDonald's account in other markets. McDonald's refused.

But other sources said client conflict was a non-issue, and pointed to Saatchi & Saatchi's attempts to "reinvent the wheel." The final straw, sources said, occurred when Saatchi creatives insisted on altering a campaign involving "Ronald McDonald," a McDonald's character whose popularity in the U.S. rivals Santa Claus.

McDonald's fired Saatchi and moved the account to Leo Burnett Co., beginning Aug. 10.

IBM, a Saatchi client in the U.K. and France, could be another relationship to watch. IBM already fired Saatchi from most of its business in Spain and may be concerned about the rival Olivetti account Bates holds in Europe.

Saatchi is sensitive about the creative reputation of the flagship London agency. It is credited with outstanding work for British Airways' global "Manhattan landing" campaign and Silk Cut cigaret ads for Gallaher, among others.

But many echo the creative director at a big London agency, who said: "It's the iceberg principle—they have a small proportion of work they push, and the other 90% they hardly admit to."

Maurice and Charles are being squeezed out of their overcrowded headquarters at 80 Charlotte St., where 750 of Saatchi's 12,000 employes worldwide (including Ted Bates) are housed. The brothers will move to a separate Regent Street office this month with about 30 corporate staffers, while Saatchi negotiates to take over the adjoining Charlotte Street building, giving it an entire block for its offices.

Away from the office, Charles, 43, lives in a converted Victorian Gothic chapel in the affluent North London neighborhood of St. John's Wood. His American wife, Doris, is U.K. editor of *House & Garden* magazine.

A quiet, temperamental man who takes his dog to the office, Charles "is never reticent about his opinions, and always thought big," said Ross Cramer, a former partner with Charles at Cramer/Saatchi, a creative consultancy.

"He makes up his mind quickly. . .he won't stay at a bad

(Continued on Page S-18)

Newspaper Advertising MRCS/SAU Inches

April 1986 vs. April 1985

AKRON, OH

	1986 Full Run	1986 Part Run	1985 Full Run	1985 Part Run
Beacon Journal (E)	92.861	— —	97.112	— —
Beacon Journal (S)	69.462	— —	67.206	— —
Grand Total	162.323	— —	164.318	— —

NOTE: Part run figures not available.

ALLENTOWN, PA

Call (M)	168.729	— —	— —	— —
Call (S)	78.172	— —	— —	— —
Grand Total	246.901	— —	— —	— —

NOTE: Part run figures and 1985 figures not available.

ATLANTA, GA

Constitution (M)	173.810	59.837	180.062	42.001
Journal (E)	171.630	65.577	179.556	42.013
Journal & Constitution (S)	129.530	44.642	119.942	52.178
Journal & Constitution (Sat)	43.713	— —	39.317	— —
Grand Total	518.683	170.056	518.877	136.192

NOTE: Constitution-Morning and Journal-Evening published five days a week only.

BALTIMORE, MD

News-American (S)	25.441	11.632	27.612	11.207
News-American (E)	36.667	7.034	38.785	4.788
Sun (M)	131.576	4.364	115.842	2.463
Sun (E)	107.384	4.376	94.524	2.443
Sun (S)	138.502	38.989	127.406	25.818
Grand Total	439.570	66.395	404.199	46.719

BERGEN COUNTY, NJ

Record (E)	161.902	21.800	143.293	19.987
Record (S)	131.900	45.456	123.657	22.648
Grand Total	293.802	67.256	266.950	42.635

NOTE: Record-Evening published five days a week only.

BOSTON, MA

Herald (M)	63.325	— —	47.309	— —
Herald (S)	18.594	34.809	19.062	28.390
Globe (M)	139.693	14.499	134.450	9.708
Globe (S)	184.867	29.321	167.931	22.708
Grand Total	406.479	78.629	368.752	60.806

BUFFALO, NY

News (AD)	115.422	13.862	111.925	21.820
News (S)	70.830	14.800	55.847	13.599
Grand Total	186.252	28.662	167.772	35.419

CAMDEN, NJ

Courier-Post (E)	138.788	23.944	118.091	16.624
Courier-Post (S)	57.243	10.785	52.512	1.512
Grand Total	196.031	34.729	170.603	18.136

CHARLOTTE, NC

News (E)	— —	— —	72.812	— —
Observer (M)	128.064	27.986	119.614	16.479
Observer (S)	71.468	41.288	66.118	33.485
Grand Total	199.532	69.274	258.544	49.964

NOTE: News-Evening ceased publication November 1, 1985. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	132.846	85.274	123.435	68.254
Sun-Times (S)	63.543	28.258	50.063	30.950
*Tribune (M)	120.684	256.250	136.100	200.150
*Tribune (S)	122.987	113.276	121.151	83.488
Grand Total	440.060	483.058	430.749	382.842

NOTE: Tribune figures supplied by publisher to Media Records. 1986 figures represent advertising for 3/31/86 to 4/27/86. Tribune All Day changed to Morning publication effective August 19, 1985.

CINCINNATI, OH

Enquirer (M)	174.024	8.399	158.316	5.419
Enquirer (S)	135.935	11.435	114.406	10.735
Post (E)	84.602	17.560	80.533	20.767
Grand Total	394.561	37.394	353.255	36.921

CLEVELAND, OH

Plain Dealer (M)	145.030	41.918	139.745	23.420
Plain Dealer (S)	114.859	7.743	97.567	6.462
Grand Total	259.889	49.661	237.312	29.882

DALLAS, TX

News (M)	285.334	12.276	299.723	15.331
News (S)	173.310	11.996	162.828	11.313
Times-Herald (AD)	227.113	45.355	245.450	24.421
Times-Herald (S)	115.889	17.232	131.869	14.536
Grand Total	801.646	86.859	839.870	65.601

DENVER, CO

Rocky Mt. News (M)	265.694	2.241	272.801	3.718
Rocky Mt. News (S)	90.790	54	83.863	882
Post (M)	195.984	7.024	176.681	6.844
Post (S)	110.404	1.615	106.559	1.796
Grand Total	662.872	10.934	639.904	13.240

DETROIT, MI

Free Press (M)	98.292	34.936	102.837	31.825
Free Press (S)	45.722	31.469	40.853	27.514
News (AD)	161.309	44.730	146.010	34.926
News (S)	94.979	45.377	85.503	30.439
Grand Total	400.302	156.512	377.203	124.704

ESCONDIDO, CA

Times-Advocate (E)	105.065	4.705	— —	— —
Times-Advocate (S)	40.174	1.479	— —	— —
Grand Total	145.239	6.184	— —	— —

NOTE: 1985 figures not available.

FORT LAUDERDALE, FL

News & Sun-Sentinel (S)	105.225	— —	110.901	— —
Sun-Sentinel (M)	277.949	— —	286.733	— —
Grand Total	383.174	— —	397.634	— —

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	82.332	— —	71.647	— —
Journal Gazette (S)	81.972	— —	62.988	— —
News Sentinel (E)	90.159	— —	88.598	— —
Grand Total	254.463	— —	223.233	— —

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	81.501	329	73.241	— —
Time (S)	61.584	645	51.618	— —
Advocate (E)	106.644	15.445	97.655	629
Advocate (S)	59.953	645	53.320	— —
Grand Total	309.682	17.064	275.834	629

HARTFORD, CT

Courant (M)	162.788	34.226	137.053	29.283
Courant (S)	81.019	125.050	75.401	102.585
Grand Total	243.807	159.276	212.454	131.868

HONOLULU, HI

Advertiser (M)	121.867	— —	113.769	— —
Star-Bulletin (E)	120.120	— —	107.540	— —
Star-Bulletin & Advertiser (S)	73.012	— —	63.671	— —
Grand Total	314.999	— —	284.980	— —

HOUSTON, TX

Chronicle (AD)	229.695	48.206	269.813	34.911
Chronicle (S)	116.298	27.870	122.335	29.455
Post (M)	172.648	33.012	164.999	40.202
Post (S)	66.351	31.179	63.868	25.848
Grand Total	578.992	140.267	621.015	130.416

LONG BEACH, CA

Press Telegram (M)	107.327	45.168	98.608	— —
Press Telegram (S)	56.746	74	49.534	— —
Grand Total	164.073	45.242	148.142	— —

NOTE: 1985 Part run figures not available.

LONG ISLAND, NY

Newsday (E)	152.149	99.750	175.066	43.244
Newsday (S)	102.350	95.165	93.056	66.626
Grand Total	254.499	194.915	268.122	109.870

LOS ANGELES, CA

Times (M)	287.930	262.123	286.212	253.808
Times (S)	166.657	94.124	167.143	71.866
Herald Examiner (M)	54.796	8.325	62.196	13.744
Herald Examiner (S)	14.460	8.290	11.111	5.633
Grand Total	523.843	372.862	526.662	345.051

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	205.451	30.639	192.153	18.840
News (S)	82.477	755	70.510	4.632
Grand Total	287.928	31.394	262.663	23.472

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	209.264	— —	183.195	— —
Grand Total	209.264	— —	183.195	— —

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier Journal (M)	97.178	45.441	95.478	38.399
Courier Journal (S)	60.242	70.155	58.716	56.397
Times (E)	96.407	78.274	94.632	53.471
Grand Total	253.827	193.870	248.826	148.267

NOTE: Figures supplied by publisher to Media Records.

*MEMPHIS, TN.

Commercial Appeal (M)	126.758	89.252	117.257	75.267
Commercial Appeal (S)	88.361	11.440	77.121	10.804
Grand Total	215.119	100.692	194.378	86.071

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	159.703	— —	165.464	— —
Herald (S)	95.738	— —	84.735	— —
News (E)	57.153	— —	69.726	— —
Grand Total	312.594	— —	319.925	— —

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	108.096	24.427	106.518	24.673
Star & Tribune (S)	145.461	2.340	135.391	2.322
Star & Tribune (Sat)	25.092	182	23.258	— —
Grand Total	282.649	26.949	265.167	26.995

*NASHVILLE, TN

Banner (E)	119.493	— —	109.939	— —
Tennessean (M)	116.924	— —	110.440	— —
Tennessean (S)	84.993	— —	83.596	— —
Grand Total	321.410	— —	303.975	— —

NOTE: Figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	98.660	2.052	79.723	3.063
Home News (S)	71.874	5.361	59.966	4.736
Grand Total	170.534	7.413	139.689	7.799

NEW YORK, NY

Times (M)	175.863	21.503	163.572	14.887
Times (S)	211.365	112.796	179.176	107.324
News (M)	61.085	96.012	59.735	108.003
News (S)	35.730	77.499	32.141	66.330
Post (AD)	57.243	1.174	56.990	1.631
Grand Total	541.286	308.984	491.614	298.175

NEWARK, NJ

Star Ledger (M)	215.057	7.027	190.230	7.550
Star Ledger (S)	180.012	29.769	157.346	23.264
Grand Total	395.069	36.796	347.576	30.814

OAKLAND, CA

Tribune (M)	76.665	94.221	87.630	47.353
Tribune (S)	42.954	33.054	39.458	25.517
Grand Total	119.619	127.275	127.088	72.870

OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY

Blade-Tribune (E)	96.205	4.548	— —	— —
Blade-Tribune (S)	42.068	— —	— —	— —
Grand Total	140.273	4.548	— —	— —

NOTE: Blade-Tribune Evening published five days a week only. 1985 figures not available.

ORANGE COUNTY, CA

Register (AD)	308.720	83.597	278.416	90.191
Register (S)	117.024	8.926	107.734	11.819
Grand Total	425.744	92.523	386.150	102.010

PHILADELPHIA, PA

Inquirer (M)	165.769	34.979	163.900	56.506
Inquirer (S)	121.812	57.601	88.309	33.517
News (E)	83.011	4.730	74.703	8.222
Grand Total	370.592	97.310	326.912	98.245

*PHOENIX, AZ

Arizona Republic (M)	234.205	13.050	227.601	10.268
Arizona Republic (S)	151.701	— —	142.598	— —
Gazette (E)	224.165	13.068	216.715	10.394
Grand Total	610.071	26.118	586.914	20.662

NOTE: Figures supplied by publisher to Media Records.

*RIVERSIDE, CA

Press Enterprise (M & S)	254.862	15.394	215.685	15.221
Grand Total	254.862	15.394	215.685	15.221

NOTE: Figures supplied by publisher to Media Records.

*ST. LOUIS, MO

Post Dispatch (M)	110.646	35.516	91.545	31.877
Post Dispatch (S)	123.293	— —	108.641	— —
Grand Total	233.939	35.516	200.186	31.877

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	90.532	— —	91.216	— —
Pioneer Press Dispatch (S)	93.624	— —	98.009	— —
Grand Total	184.156	— —	189.225	— —

NOTE: Part run figures not available.

SAN ANTONIO, TX

Express-News (AD)	115.853	43.364	127.674	15.838
Express-News (S)	73.884	26.885	89.977	10.893
Express-News (Sat)	36.663	— —	39.450	— —
Light (AD)	119.112	38.664	118.517	24.570
Light (S)	75.552	16.399	79.891	17.954
Light (Sat)	29.568	— —	33.112	— —
Grand Total	450.632	125.312	488.621	69.255

NOTE: Express-News All Day and Light All Day published five days a week only.

SAN DIEGO, CA

Union (M)	208.717	24.521	209.858	18.446
Union (S)	119.062	— —	106.942	— —
Tribune (E)	223.149	25.467	215.658	21.310
Grand Total	550.928	49.988	532.458	39.856

SAN FRANCISCO, CA

Chronicle (M)	128.891	76.031	129.534	48.899
Examiner & Chronicle (S)	75.322	36.820	69.597	30.078
Grand Total	204.213	112.851	199.131	78.977

SAN JOSE, CA

Mercury News (AD)	289.744	29.913	273.876	30.547
Mercury News (S)	141.604	— —	131.314	418
Grand Total	431.348	29.913	405.190	30.965

SHREVEPORT, LA

Journal (E)	94.524	4.131	84.828	3.528
Times (M)	109.254	13.068	106.069	16.300
Times (S)	60.259	11.247	60.340	9.458
Grand Total	264.037	28.446	251.237	29.286

*STATE COLLEGE, PA

Centre Times (E)	79.444	3.794	89.486	7.589
Centre Times (S)	31.546	382	23.684	— —
Grand Total	110.990	4.176	113.170	7.589

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	87.144	47.903	92.071	28.191
Herald American (S)	49.101	52.618	43.182	31.535
Post-Standard (M)	77.674	49.415	78.658	30.319
Grand Total	213.919	149.936	213.911	90.045

*TAMPA, FL

Tribune (AD&S)	262.984	110.346	299.987	106.678
Grand Total	262.984	110.346	299.987	106.678

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	100.613	— —	93.341	— —
Blade (S)	94.744	— —	69.445	— —
Grand Total	195.357	— —	162.786	— —

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	264.177	43.818	266.528	44.155
Post (S)	150.060	40.826	147.969	29.141
Grand Total	414.537	84.644	414.497	73.296

WASHINGTON, DC SUBURBAN GROUP

Alexandria Journal (M)	88.413	— —	61.408	705
Prince George's Journal (M)	74.837	— —	58.197	1.943
Montgomery Journal (M)	77.402	768	58.170	1.404
Fairfax Journal (M)	90.137	2.135	62.433	705
Arlington Journal (M)	88.101	— —	61.149	705
Grand Total	418.890	2.903	301.357	5.462

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	89.214	9.209	82.547	8.706
Reporter Dispatch (S)	85.117	17.376	65.065	12.321
Grand Total	174.331	26.585	147.612	21.027

WICHITA, KS

Eagle-Beacon (M)	127.052	— —	102.545	— —
Eagle-Beacon (S)	78.500	— —	61.500	— —
Grand Total	205.552	— —	164.045	— —

NOTE: Part run figures not available.

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the (NAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page.
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.

Adults lead cereal boom

By JOHN C. MAXWELL JR.

Last year was another record year for the cold-cereal industry, with volume up 4% to 2.17 billion lbs. from 2.09 billion lbs. in 1984 and 2.02 billion lbs. in 1983.

In dollars, the market was up to $4.45 billion from $4.05 billion in 1984 and $3.65 billion in 1983.

The main growth related to adult ready-to-eat bran varieties, which grew six times faster than the market and now have roughly 10% of the market, up from 7.5% in 1984. Family-type products and adult fortified-bran products grew in line with or slightly ahead of the market as a whole.

The presweetened cereals continued their decline, mainly because of the lack of interest in licensed products. We would expect 1986 to show the same trends.

Again, Kellogg had the biggest jump, up almost two share points, with most companies either flat to somewhat down. However, in the latter part of 1985 Kellogg's growth abated, due to lack of new-product entries. Thus, more of their growth occurred in the first two-thirds of the year.

However, Kellogg's Just Right and Raisin Squares seem to be doing very well. This, plus the introduction of several new products in the not-too-distant future, probably will enhance the company's share during the current calendar year. Kellogg's share could exceed 43% or even approach 44% by the yearend.

General Mills was the only other company to see an uptick, though it was small. However, new products such as Circus Time and Raisin Nut Bran seem to be doing very well, and General Mills' share is close to 21% on a poundage basis.

The main share of decline occurred at General Foods and Quaker Oats. Both companies are characterized by a lack of new-product entries and a decline in the share of their old-line products. Quaker Oats has recenty introduced Quaker Oh's, which looks interesting, and hopefully will begin to stabilize Quaker's share, which was down a point in 1985. However, General Foods is yet to be heard from and that company's share is now just above 13% on a poundage basis.

Ralston had several new products, which include Rainbow Brite and Cabbage Patch. These new-product introductions helped offset the decline in Chex and the disappointment of Donkey Kong. Again, these products seem to have run their course, and unless new products are forthcoming we would expect Ralston to lose a slight amount of share this current year.

Nabisco Brands' main product, Shredded Wheat, continues to move up.

In summation, Kellogg was probably up 8% in unit volume for the year. General Mills was up 5%, Nabisco was up 11% and Ralston was up 2%, while General Foods was down 4% and Quaker Oats was down 7%. In dollar volume, Kellogg was up 15%, General Mills was up 12%, Nabisco was up 3% and Ralston was up 9%, while Quaker Oats was down 3%.#

Mr. Maxwell is with Furman Selz Mager Dietz & Birney, New York.

Cold cereal's top 10

Frosted Flakes wrested the No. 1 dollar position from Cheerios. Figures are market share. *Source: John C. Maxwell Jr.*

Brand	1984 Pounds	1984 Dollars	1985 Pounds	1985 Dollars
Frosted Flakes (K)	5.6	5.2	6.0	5.7
Cheerios (GM)	5.2	5.5	5.0	5.2
Corn Flakes (K)	6.8	4.7	6.7	4.5
Raisin Bran (K)	4.5	4.0	4.7	4.3
Rice Krispies (K)	3.5	3.8	3.8	4.2
Chex (RAL)	4.3	4.6	3.6	3.7
Shredded Wheat (NAB)	4.0	3.3	4.0	3.5
Honey-Nut Cheerios (GM)	2.6	2.9	2.8	3.1
Cap'n Crunch (OAT)	2.7	3.2	2.6	3.1
Bran Products (K)	3.1	2.3	3.5	2.8
Raisin Bran (GF)	2.7	2.1	2.6	2.0
Total	45.0	41.6	45.4	42.0

Kellogg

(Continued from Page 40)

some cancers and suggesting that its All-Bran should be part of a high-fiber diet (AA, Oct. 29, '84, *et seq*.).

The marketer has told industry analysts to expect two or three more cereal entries by yearend but has not been more specific.

White Plains, N.Y.-based General Foods' Post division, the second-largest bran/fiber cereal marketer with a 32.7% share of the segment, has had its over-all market share saved by two of its bran lines, including the $13 million introduction of two new Fruit & Fiber varieties last year (AA, July 22). Also, last September Post reformulated its Raisin Bran, renaming it Post Natural Raisin Bran, removing the sugar coating from the raisins and taking out the preservatives.

The reformulated cereal was backed by a $15 million ad campaign using singer John Denver (AA, Sept. 9).

Grey Advertising, New York, handles the two Post brands.

Post's share of the total cereal market, now at 13.2%, had been as high as 19% in 1983, said Eric Larson, industry analyst with First Boston, New York.

But Post's share started to slip because of a lack of new-product introductions and declining ad support in '84 and early '85—down 60% to about $4 million for Raisin Bran—while Kellogg and General Mills were increasing their ad budgets, analysts say.

Minneapolis-based General Mills jumped into the bran/fiber segment last year with Fiber One, backed with $13.5 million in ad support, and Bran Muffin Crisp, backed by $16.2 million. General Mills already has garnered a 6.3% share of the bran segment, good enough for the No. 3 position.

The company followed that with the $24 million introduction of Raisin Nut Bran.

DFS Dorland Worldwide, New York, handles Fiber One and Raisin Nut Bran; Needham Harper Worldwide, Chicago, handles Bran Muffin Crisp.

Industry analysts give General Mills good odds at taking over the No. 2 position in the bran/fiber segment if Post remains sedentary.

Other competitors in the segment include Ralston Purina Co., St. Louis, with its Bran Chex (3.1% share); RJR Nabisco, East Hanover, N.J., with 100% Bran and Shredded Wheat & Bran (4.4% share), and Quaker Oats Co, Chicago, with Corn Bran (3.1% share).

In the over-all cereal market, Kellogg holds a 42% share; General Mills, 21.1%; Post, 13%; Ralston and Quaker, 7% each, and Nabisco, 5%, according to First Boston's Mr. Larson.#

New fragrances readied

NEW YORK—Chesebrough-Pond's, Greenwich, Conn., in September will introduce Masquerade fragrance in drug and department stores. William Esty Co handles.

Separately, Max Factor & Co., Stamford, Conn., will introduce a line of Michael Jackson fragrances for women. They are called Heartbeat, Unwind and Wildfire.

The agency has not been announced. Wells, Rich, Greene is Factor's agency of record.#

Cold cereal market shares

Kellogg showed the largest gain in last year's record $4.45 billion market, although the company's growth slowed late in the year. Figures represent market share by pounds and dollars. *Source: John C. Maxwell Jr.*

Brand	1983 Lbs.	1983 $$	1984 Lbs.	1984 $$	1985 Lbs.	1985 $$
Kellogg						
Frosted Flakes	5.2	4.8	5.6	5.2	6.0	5.7
Corn Flakes	6.8	4.7	6.8	4.7	6.7	4.5
Raisin Bran	4.6	4.1	4.5	4.0	4.7	4.3
Rice Krispies	3.6	3.9	3.5	3.8	3.8	4.2
Froot Loops	2.2	2.8	2.3	2.9	2.3	3.0
Bran products	2.8	2.1	3.1	2.3	3.5	2.8
Special K	1.7	2.3	1.9	2.5	1.5	2.0
Frosted Mini-Wheats	1.8	1.8	1.9	1.9	2.0	2.0
Apple Jacks	1.0	1.5	1.0	1.5	1.1	1.5
Sugar Smacks	1.3	1.3	1.2	1.3	1.1	1.2
Sugar Pops	1.0	1.2	1.1	1.2	1.1	1.2
Product 19	0.8	1.1	0.9	1.1	0.9	1.1
Nutri-Grain	1.0	1.0	1.2	1.1	1.2	1.1
Crispix	0.7	0.5	0.5	0.7	1.0	1.0
Cocoa Krispies	0.5	0.7	0.6	0.8	0.6	0.8
Raisin Squares	—	—	0.3	0.3	0.6	0.6
Apple Raisin Crisp	—	—	0.5	0.6	0.4	0.5
Fruitful Bran	—	—	0.7	0.6	0.6	0.5
O.J.'s	—	—	—	—	0.4	0.4
Marshmallow Krispies	0.5	0.7	0.4	0.6	0.3	0.4
Honey & Nut Corn Flakes	0.6	0.7	0.5	0.6	0.3	0.4
Cracklin' Bran	—	—	—	—	0.4	0.3
Just Right	—	—	—	—	0.3	0.3
Frosted Rice	0.5	0.6	0.4	0.4	0.3	0.3
Others	1.5	2.1	1.6	2.4	1.3	1.5
Total	38.5	38.5	40.5	40.3	42.4	41.6
General Mills						
Cheerios	5.5	5.8	5.2	5.5	5.0	5.2
Honey Nut Cheerios	2.3	2.6	2.6	2.9	2.8	3.1
Total	1.9	2.6	2.1	2.8	2.1	2.5
Lucky Charms	1.6	2.1	1.7	2.1	1.7	2.1
Trix	1.5	1.9	1.5	1.9	1.5	1.9
Wheaties	2.3	1.7	2.0	1.4	1.8	1.5
Golden Grahams	1.3	1.3	1.3	1.3	1.2	1.2
Crispy Wheats 'n Raisins	1.1	1.3	1.0	1.1	0.8	1.0
Cinnamon Toast Crunch	—	—	0.6	0.7	0.7	0.8
Cocoa Puffs	0.7	0.8	0.6	0.7	0.6	0.8
Monster cereals	0.6	0.9	0.5	0.8	0.6	0.8
Kix	—	—	—	—	0.6	0.8
Licensed products	1.1	1.3	0.7	1.0	0.3	0.5
S'Mores Crunch	—	—	—	—	0.4	0.5
Fibre One	—	—	—	—	0.4	0.3
Buc"Wheats	0.4	0.5	0.3	0.4	0.2	0.3
Others	0.5	0.4	0.6	0.5	0.2	0.4
Total	20.8	23.2	20.7	23.1	20.9	23.7
General Foods						
Post Raisin Bran	3.0	2.5	2.7	2.1	2.6	2.0
Grape-Nuts	2.5	1.9	2.2	1.5	2.4	1.8
Fruit & Fibre	1.3	1.4	1.3	1.4	1.6	1.7
Pebbles	1.2	1.4	1.1	1.3	1.2	1.3
Super Golden Crisp	1.5	1.6	1.4	1.4	1.2	1.2
Honeycombs	1.2	1.5	1.1	1.3	0.8	0.9
Bran Flakes	0.8	0.8	0.8	0.8	0.9	0.9
Alpha-Bits	0.8	0.9	0.7	0.8	0.6	0.7
Post Toasties	1.2	0.9	1.0	0.8	0.8	0.6
Raisin Grape-Nuts	0.6	0.6	0.4	0.4	0.4	0.4
Smurfberry Crunch	1.0	1.1	0.5	0.6	0.2	0.3
Fortified Oat Flakes	0.6	0.5	0.5	0.4	0.3	0.3
Honey-Nut Crunch Raisin Bran	0.7	0.7	0.2	0.2	0.1	0.1
Others	0.2	0.3	0.4	0.3	0.2	0.2
Total	16.6	16.1	14.3	13.3	13.3	12.4
Quaker Oats						
Cap'n Crunch	2.9	3.5	2.7	3.2	2.6	3.1
Life	2.4	2.2	2.4	2.2	2.0	1.9
100% Natural	1.6	1.5	1.5	1.4	1.5	1.4
Corn Bran	0.7	0.6	0.6	0.6	0.6	0.6
Others	1.3	1.1	1.1	1.2	0.6	0.7
Total	8.9	8.9	8.3	8.6	7.3	7.7
Ralston Purina						
Chex	4.3	4.4	4.3	4.6	3.6	3.7
Cookie-Crisp	0.5	0.7	0.4	0.7	0.5	0.7
Sun Flakes	—	—	—	—	0.6	0.5
Rainbow Brite	—	—	—	—	0.4	0.5
Others	1.0	0.9	1.2	1.0	0.4	0.4
Total	5.9	6.1	5.9	6.3	5.8	6.2
Nabisco						
Shredded Wheat	4.0	3.1	4.0	3.3	4.0	3.5
Others	0.9	0.7	0.9	0.9	0.9	0.9
Total	4.9	3.8	4.9	4.2	4.9	4.4
All Others	4.4	3.4	5.5	4.3	5.4	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

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